

Privacy sandbox and payments

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What is privacy sandbox?

“People should be able to browse the web without worrying about what personal information is being collected, and by whom.”

General concept⁰¹

Third party cookies⁰²

Payment examples⁰³

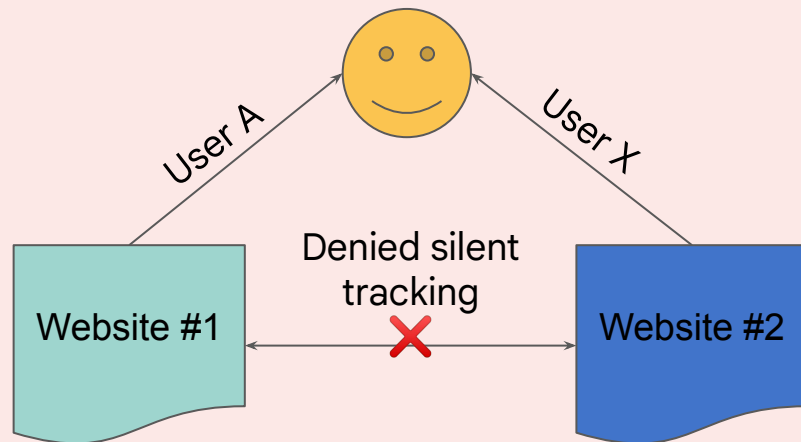
Questions⁰⁴

Block tracking by default

Website #1: "You are user A."

Website #2: "You are user X."

If you did not approve the communication:
Then these websites **cannot know that $A=X$** .

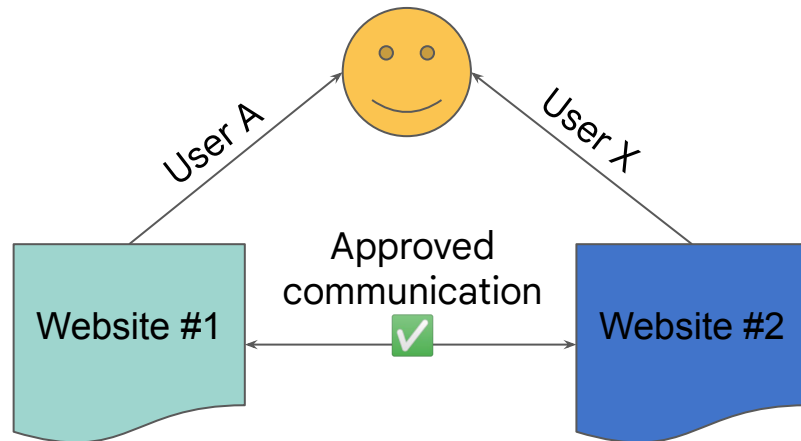


Allow communication sometimes

Website #1: "You are user A."

Website #2: "You are user X."

If you approved the communication:
Then these websites **know that $A=X$** .



What technologies are affected?

“Chrome will phase out support for third-party cookies over a three-month period finishing in late 2023.”

General concept ⁰¹

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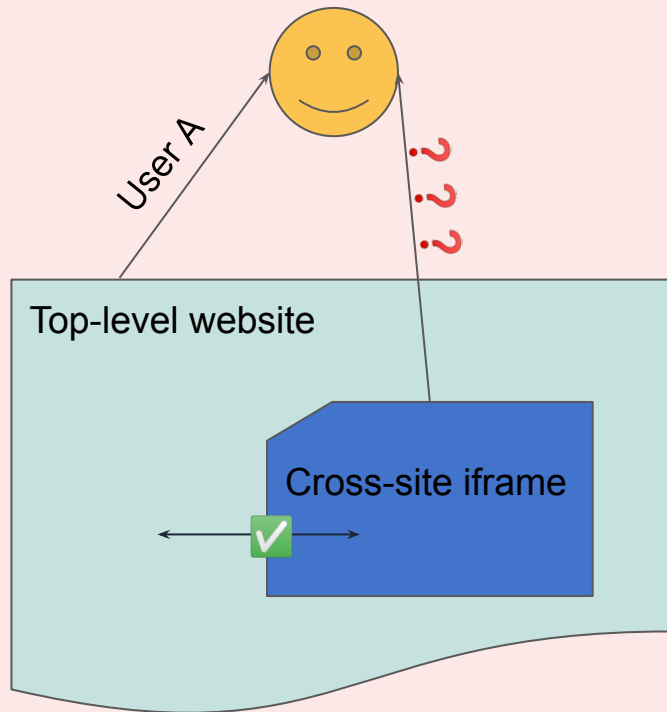
Blocking third-party cookies

Top-level website: "You are user A."

Cross-site iframe: "Who are you?"

Ensures that cross-site iframes
cannot silently track you.

Iframes can communicate to top-level.



Third-party cookies

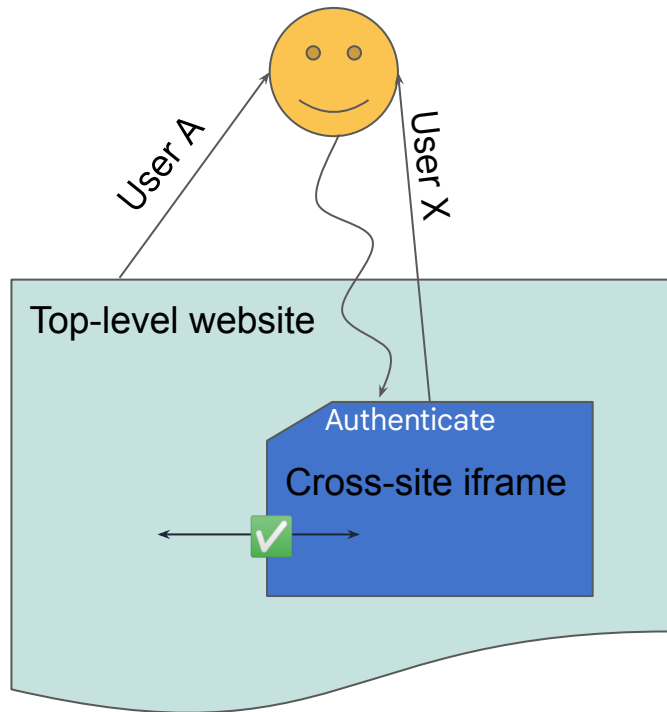
CHIPS

Top-level website: "You are user A."

Cross-site iframe: "You are user X, but I know this only **after authentication** while on this top-level website."

Requires one authentication per top-level website.

Does not affect other top-level websites.

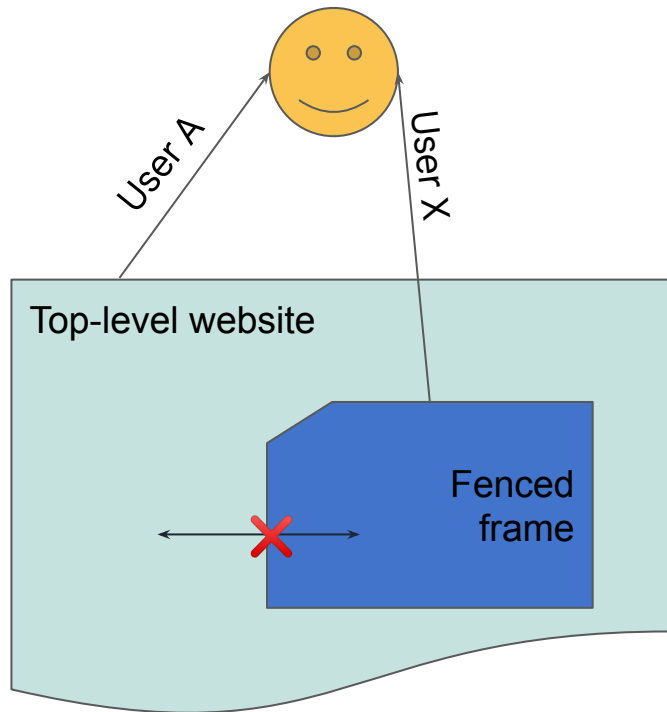


Fenced Frames

Top-level website: "You are user A."

Fenced frame: "You are user X, but I
cannot communicate to the top-level."

Blocks communication between the
payment app and the merchant.



How does this affect payment?

General concept ⁰¹

Third party cookies ⁰²

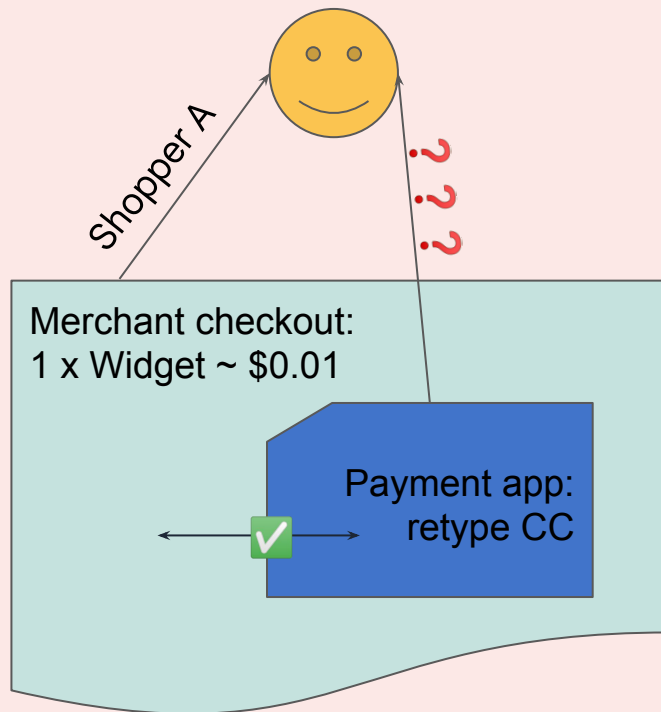
Payment examples ⁰³

Questions ⁰⁴

Payment in iframe

Top-level merchant: "You are shopper A."

Payment app in iframe: "Who are you?"



General concept ⁰¹

Third party cookies ⁰²

Payment examples ⁰³

Questions ⁰⁴

Payment flows

How will your payment flows be affected?

The intention is to provide some way for payment flows to keep working.

Please let us know about your flows, so we can work together to mitigate.

Thank you