

MARKETING PRIVACY

Google delays third-party cookie phase out and other marketing news

- In a blog post, Google [announced](#) it will delay plans to phase out third-party cookies. Google acknowledged it needs more time to properly eliminate third-party cookies and hopes to do so through its Chrome browser by mid-2023.
- Apple published a report on the restrictions for application developers, arguing the requirements offer enhanced privacy and security benefits for users, MediaPost [reports](#).
- IBM has started to [develop](#) artificial intelligence tools to curb biases for online targeted ads, Reuters reports.