**Google To Start Cookie Deprecation Process**

Google will remove browser cookie tracking in the first quarter for 1% of Chrome users so developers can "assess the readiness and effectiveness" of alternatives, and then remove all cookies during the last half of 2024. The company also has enhanced APIs to ensure consumer data is protected and will enable publishers to use ad-related APIs in Q3 this year and simulate traffic void of cookies in Q4.

***Marketing Dive 5/18/23***

[***https://www.marketingdive.com/news/google-deprecate-cookies-1-percent-users-q1-2024/650626/***](https://www.marketingdive.com/news/google-deprecate-cookies-1-percent-users-q1-2024/650626/)