**Google Proposes Sweeping Changes to Protect Privacy, Reform Advertising**

Google is encouraging an industrywide discussion regarding the balance of consumer privacy and personalized advertising and is proposing what it dubs the "privacy sandbox" that would give internet users more control over the use of their personal data and affect ad targeting. The sandbox would feature:

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<https://www.cnet.com/news/google-chrome-proposes-privacy-sandbox-to-reform-advertising-evils/>