MOW Timeline of Google's Anticompetitive Abuse of its Android OS and Chrome Browser (including Sandbox)

The timeline below provides a cautionary tale for regulators, underscoring the urgent need to protect the open and interoperable standards that underpin the health of the world wide web more rapidly.

Both Apple and Google have repeatedly used pretextual "privacy improvement" claims to steer consumers and businesses away from open standards and toward their own closed platforms and APIs. Regulators should continue to dismiss these unsubstantiated justifications, which operating system and browser vendors have been wielding to shield their illegal, anticompetitive conduct.

Apple's ITP launched in 2017 and ATT launched in 2021 were designed to:

- ITP caused the migration from the open web to Apple's proprietary app stores and APIs by removing support for third-party cookies (3PCs).
    - Advertisers were caused to migrate spend away from mobile browser (Safari) to in-app impressions, where Apple conveniently provided a superior match key (MAIDs), and which enabled Apple to impose excessive app store fees.
    - By undermining web-based monetization, Apple also pressured open web publishers to migrate their communication with visitors into mobile apps, enabling Apple to further command excessive app store fees.
- ATT caused rival media owners to shift their business models from ad-funded access to paywalls.
    - Apple used its ATT to limit MAIDs in iOS and further reduce the effectiveness of ad-funded models for rival publishers, steering them toward subscription access, which again enabled Apple's to charge even more excessive app store fees.

In the meantime, Apple was sharing search data with Google as agreed under the Information Sharing Agreement in exchange for 36% of Google's search text ad revenue derived from Apple's search access points. Further, the ATT restrictions do not apply to either Google or Apple.

Google's Sandbox proposals introduced in 2019 were designed to:

- Remove open-standard local storage (third-party cookies), undermining rival, independent attribution solutions, fraud detection, media buying and ad exchanges.
- Restrict rivals' use of real-time linking technology (link decoration), while Google's own services continue to benefit from it.
- Limit the number of publishers (via its Related Websites API) which rival attribution providers could measure marketer outcomes across these media owner properties.

Notably, after introducing ITP, ATT and Sandbox APIs, neither Google nor Apple ever ceased collecting and processing digital activity for either their own consumer or business services by relying on consistent, cross-context device-specific identifiers. Indeed, most so called "ID-less" Privacy Enhancing Technology (PET) providers similarly rely on match key identifiers, essential for their software to function—reserving the "ID-less" label for only their outputs and what rivals can access. Both Big Tech and PET providers add latency, cost and complexity to communication, often using unilaterally dictated policies (such as App Store rules) to restrict normal B2B operations that compete with their own services. We recognize PET providers may offer B2B customers improved confidentiality with their data sharing. However, given consumers cannot be meaningfully informed of B2B decisions, we should stop conflating pretextual "privacy" claims with the need for open web standards that support continuous, high-quality, real-time communication, when organizations have adopted reasonable risk mitigation measures. Not all data is personal data.

When the UK's Competition and Markets Authority (CMA) accepted Google's Commitments to address concerns its Sandbox initiative would distort digital markets, the CMA counted on Google's sincerity in promising to reform. Yet, despite repeated antitrust judgements, Google's track record instead reveals a consistent pattern of malicious compliance. As illustrated below, both Apple and Google have repeatedly used their dominant consumer-facing services to unfairly exclude rival business-facing solution providers, distorting digital markets.

Google's decision to no longer remove third-party cookies (3PCs) from Chrome does not remove the active threat it poses to distorting competition in digital markets. These same concerns remain, especially as Google may use its dominant Android OS to continue pushing its Sandbox and related "Confidential Computing" to exclude rivals, further protecting and entrenching its dominance. Ideally the antitrust rulings against Google's Search, Ad Tech, as well as upcoming rulings on its restrictive App Store will align with the Apple rulings that are designed to restore interoperability, transparency and competition across digital markets.

In conclusion, the timeline below should serve as a wake-up call to regulators to act faster than the six-year Sandbox saga to prevent dominant Big Tech giants from imposing their ongoing announcements harm and distraction taxes on rivals, to the detriment of the open web.

Date	Milestone Event
2017	
Jun, 2017	**Apple introduced first version of ITP** This was done with the stated purpose of unilaterally limiting website tracking capabilities in Safari, without even requesting end user choice or consent. ITP is designed to target cookies which Apple deems pose risks to people, specifically third-party cookies. • https://webkit.org/blog/7675/intelligent-tracking-prevention/
2018	
G 2018	**Apple and Google CEOs meet and agree to collude instead of competing in Search** Impairing Display revenues, that unlike Search, depend on real-time interoperability soon follows *"Google pays Apple billions to be the default search provider, in part, because Google knows the agreement increases the company's valuable scale; this simultaneously denies that scale to rivals. Apple's RSA incentivizes Apple to push more and more search traffic to Google and accommodate Google's strategy of denying scale to rivals. For example, in 2018, Apple's and Google's CEOs met to discuss how the companies could work together to drive search revenue growth. After the 2018 meeting, a senior Apple employee wrote to a Google counterpart: "Our vision is that we work as if we are one company."* • https://www.justice.gov/opa/press-release/file/1328941/download
March, 2018	**Apple releases SKAdNetwork in iOS 14 update** *"StoreKit Ad Network, or popularly known as SKAdNetwork or SKAN, is Apple's privacy-centric framework for mobile app advertising attribution and measurement. It uses a randomized, API-based, privacy-preserving model to analyze user actions and provide aggregated insights to app advertisers with no visibility into user level data."* • https://www.branch.io/glossary/skadnetwork/#:~:text=SKAdNetwork%20is%20Apple%E2%80%99s%20advertising%20attribution%20solution%20in%20iOS14%2C,do%20not%20opt%20in%20to%20device-level%20ad%20tracking.
Jun, 2018	**Apple updated to ITP 2.0** Whilst it updated to ITP 2.0, it left the Google analytics access in place. Google therefore continued to take advantage of the loophole in order to track user journeys all over the web. All this in a setting where Google was continuing to receive search data from its preferred and very prominent position on Apple allowing third-party data transfers when working with Google. • https://webkit.org/blog/8311/intelligent-tracking-prevention-2-0/
Sep 2018	**Apple discontinued support of its Safari Browser** Apple discontinued support of its Safari browser (any version after 5.17) from supporting the Windows platform, that would give Chrome an advantage by forcing Windows people who wanted to avoid Internet Explorer a reason to switch to Chrome.
G Sep 23, 2018	**Google describes using individuals' identity as a better match key to improve advertising effectiveness** *"Customer Match lets you use your online and offline data to reach and re-engage with your customers across Search, Shopping, Gmail, and YouTube…. Here are a few examples of different audiences you can target with Customer Match: [1] On the Search Network and Google Shopping, you can optimize your campaigns by adjusting your bid based on what you know about your customers' activities. [2] On Gmail, you can reach your customers or similar audiences using personalized ads at the top of their inbox tabs. [3] On YouTube, you can reach new audiences, by targeting audiences similar to your most valuable customers."* **Despite cross-context match keys with brands, Google excludes use from monetizing rival publishers' ad inventory** *"Customer Match is currently only available on Search, Shopping, YouTube, and Gmail. It's not available on third-party sites in the Display Network."* • https://web.archive.org/web/20180923081856/https://support.google.com/google-ads/answer/6379332
M Dec 6, 2018	**Microsoft is embracing Chronium binging Edge to Windows 7, Windows 8 and macOS** Microsoft today embraced Google's Chromium open source project for Edge development on the desktop. The company also announced it is decoupling the browser updates from Windows 10 updates, and that Edge is coming to all supported versions of Windows and to macOS. • https://venturebeat.com/business/microsoft-is-embracing-chromium-bringing-edge-to-windows-7-windows-8-and-macos/
2019	
Feb 2019	**Apple announces ITP 2.1 update** This update was to have a prompt for access to Apple's storage access API that would disadvantage Facebook, without impacting Google's loophole.
Apr 2019	**Apple announces ITP 2.2 update** This potentially closed the loophole that Google had been taking advantage of. The update reduced the lifespan of certain first-party cookies from seven days ("link decoration rules" applied by ITP 2.1) to 24 hours5 . Moreover, Apple preference cookies set by publisher web servers rather than set by JavaScript (that is all supply chain vendors who did not also operate consumer-facing publisher businesses were put at a disadvantage to Apple, Google and Facebook's own publisher monetization services)

G May 2, 2018	**Google has a meeting with Facebook, addressing Unified Pricing rules**
G May 7, 2019	**Google announces its new Cookie labeling based on same or cross-organization use (aka 1st vs 3rd party)** *[Without labels] "to browsers, all of these different types of cookies look the same, which makes it difficult to tell how each cookie is being used — limiting the usefulness of cookie controls."* • https://blog.chromium.org/2019/05/improving-privacy-and-security-on-web.html **MOW supports improving signals that help mitigate risks, but 1st vs 3rd party labels do not improve privacy.**
G May 7, 2019	**Google announces its new Cookie labeling based on same or cross-organization use (aka 1st vs 3rd party)** *[Without labels] "to browsers, all of these different types of cookies look the same, which makes it difficult to tell how each cookie is being used — limiting the usefulness of cookie controls."* • https://blog.chromium.org/2019/05/improving-privacy-and-security-on-web.html **MOW supports improving signals that help mitigate risks, but 1st vs 3rd party labels do not improve privacy.**
G Aug 6, 2019	**Google meets with 5 Big Tech companies, including Apple, to slow down & delay privacy regulation** *"The way Google has actively worked with its Big Tech competitors to undermine users' privacy further illustrates the pretextual nature of Google's purported privacy concerns. For example, in a closed-door meeting on August 6, 2019, between the five Big Tech companies—including Facebook, Apple, and Microsoft—Google discussed forestalling consumer privacy efforts. In a July 31, 2019 document prepared in advance of the meeting, Google memorialized that it had been 'working behind the scenes hand in hand with the other companies,' and had thus far 'been successful in slowing down and delaying the [ePrivacy Regulation] process.'"* • https://www.w3.org/community/web-advhttps://assets.publishing.service.gov.uk/media/5dfa0580ed915d0933009761/Interim_report.pdf • https://texasattorneygeneral.gov/sites/default/files/images/child-support/20220114_195_0_States%20Third%20Amended%20Complaint.pdf
G Aug 22, 2019	**Google announces its Sandbox initiative to replace support of third-party cookies (3PCs) with proprietary APIs** *"First, large scale blocking of cookies undermine people's privacy by encouraging opaque techniques such as fingerprinting…. Second, blocking cookies without another way to deliver relevant ads significantly reduces publishers' primary means of funding, which jeopardizes the future of the vibrant web."* • https://blog.google/products/chrome/building-a-more-private-web
G Aug 27, 2019	**Google publishes double-digit impact to both open web publisher revenue & user satisfaction when removing 3PCs** *"We observed that for the top 500 global publishers, average revenue in the treatment group decreased by 52%, with a median per-publisher decline of 64%…. Another observation from the randomized experiment: users expressed greater dissatisfaction with non-personalized ads because they were not interested in what the ads were showing them."* • https://services.google.com/fh/files/misc/disabling_third-party_cookies_publisher_revenue.pdf
 Sep 2019	**Apple releases the ITP 2.3 update** Under this update, website data will be marked for non-cookie website data deletion if: (1) The Safari user navigates to a site from a domain deemed to have cross-tracking capabilities (e.g., Google, Facebook, etc); (2) And the user reaches a final URL that contains link decoration, and (3) If seven days pass before the Safari user returns to the site, all of the website's data is deleted from their browser. • https://webkit.org/blog/9521/intelligent-tracking-prevention-2-3/
Q4 2019	**MOW submits Sandbox Case to the CMA highlighting anticompetitive concerns with Google's proprietary APIs** *"The CMA has received complaints including from Marketers for an Open Web Limited, a group of newspaper publishers and technology companies, which allege that, through the proposals, Google is abusing its dominant position."* • https://www.gov.uk/government/news/cma-to-investigate-google-s-privacy-sandbox-browser-changes
Dec 19, 2019	**CMA publishes interim Online Platforms and Digital Advertising report, critiquing anticompetitive design of Apple's ATT** *UPDATE, Mobile Ecosystem Market Study, Appendix J, (10 June 2022) paragraph 78:* *"Apple is not applying the same standards to itself as to third parties forced to show the ATT prompt when it comes to seeking opt in from consumers for personalised advertising…. Our assessment is that Apple's own processing of its users' personal data is no less consistent with the description of tracking (as set out by the UK's data protection authority and the W3C) than what third-party developers do. More specifically, Apple's cross-app processing activities are similar to those of third-party developers aside from the fact that the latter are conducted under separate corporate ownership. As such, we do not consider there to be a justification for the differences between, on the one hand, how the two activities are described to users in terms of language used respectively in Apple's own prompt and in the ATT prompt to characterise such activities – Apple claims explicitly on its personalised advertising prompt that 'Apple does not track you' – and, on the other hand, the design of the ATT prompt and Apple's personalised ad prompt."* • https://assets.publishing.service.gov.uk/media/5dfa0580ed915d0933009761/Interim_report.pdf **MOW submissions and meetings with CMA ensures it better understands the problems to be addressed**
2020	
Jan 8, 2020	**CMA announces its investigation into Google's Sandbox proposals** *"As the CMA found in its recent market study, Google's Privacy Sandbox proposals will potentially have a very significant impact on publishers like newspapers, and the digital advertising market…. the CMA highlighted a number of concerns about their potential impact, including that they could undermine the ability of publishers to generate revenue and undermine competition in digital advertising, entrenching Google's market power."* • https://www.gov.uk/government/news/cma-to-investigate-google-s-privacy-sandbox-browser-changes

G Jan 14, 2020	**Google threatens to remove support for 3PCs in Chrome by 2022, triggering wider antitrust concerns** Google acknowledges the need for rivals to rely on interoperable technologies, and that 3PCs are better than most alternatives. *"By undermining the business model of many ad-supported websites, blunt approaches to cookies encourage the use of opaque techniques such as fingerprinting (an invasive workaround to replace cookies), which can actually reduce user privacy and control."* • https://blog.chromium.org/2020/01/building-more-private-web-path-towards.html
G Jan 29, 2020	**Google enrolls W3C in its plans to remove support for 3PCs and solicit feedback on its proprietary APIs** *"Google said it would rely on the group to provide feedback on the company's proposals for alternatives to the third-party cookies."* • https://www.w3.org/community/web-adv • https://digiday.com/media/wendy-seltzer-how-w3c-groups-work **MOW actively participates, coordinating success criteria for key B2B use cases & improving consumer choice** • https://github.com/w3c/web-advertising/blob/main/success-criteria.md • https://github.com/w3c/web-advertising/blob/main/interoperability-choice-accessibility-accountability-questionairre.md
⚖ May , 2020	**CMA Online Platforms and Digital Advertising Annex Z and ISBA** Discusses use and management of cross site measurement data (potentially through a shared, common or universal ID) (business-to-business or B2B data). • https://www.isba.org.uk/system/files?file=media/documents/2020-12/executive-summary-programmatic-supply-chain-transparency-study.pdf
 Jun 22, 2020	**Apple announces its intention to apply ATT prompts to only rivals' mobile apps** As part of the change Apple requires consumers to disclose their identity to Apple to benefit from any alleged improvements to their privacy. *"In addition, users can upgrade existing accounts to Sign in with Apple, choose to share their approximate location with app developers rather than their precise location…, and get even more transparency into an app's use of the microphone and camera."* • https://www.apple.com/newsroom/2020/06/apple-reimagines-the-iphone-experience-with-ios-14
⚖ Jul 1, 2020	**Google and the CMA find that removing support for 3PCs will impact rival publishers on average by 70%** *[The CMA finds] "that UK publishers earned around 70% less revenue overall when they were unable to use third party cookies to sell personalised advertising but competed against others who could."* • https://assets.publishing.service.gov.uk/media/5fa557668fa8f5788db46efc/Final_report_Digital_ALT_TEXT.pdf **MOW submissions and meetings with CMA ensures it better understands the problems to be addressed** [James and Tim to validate]
G Sep 2020	**Google campaigns against Digital Services Act, privatizing government law enforcement & favors transparency** *"[Regulators] should avoid delegating responsibility to companies as adjudicators of content, which empowers corporate judgment over human rights values to the detriment of users…. Such proposals [which circumvent current law] would improperly shift the function of law enforcement investigation from government to private actors…. We believe that giving publishers and advertisers the tools and information to audit how their campaigns and inventory are performing is an important mechanism to ensure accountability in the ad placement system."* • https://www.w3.org/community/web-advhttps://blog.google/documents/89/Googles_submission_on_the_Digital_Services_Act_package_1.pdf
🌐 Nov 23, 2020	**MOW submits formal complaint to CMA about Google's conduct in relation to its Chrome Browser and Chromium Browser Engine** **MOW makes application requesting to impose interim measure to prevent Google from implementing it's Privacy Sandbox proposal.**
G Dec 7 2020	**Google filed a response on the application, entitled "Privacy Sandbox Next Steps 'No Change For Now'"** Google's position was set out; essentially that (i) the UACH change would provide the same data to developers as the User Agent String does, (ii) the change was not to be implemented immediately so there was no urgency, and (iii) the change is somehow necessary for privacy reasons, even though it would apply to players who are compliant with applicable data protection legislation indiscriminately.
⚖ Dec 16, 2020	***Texas v Google*—the Attorney Generals of 10 US states, led by Texas, filed a claim alleging that Google attempted or monopolized product and services used by advertisers and publishers** *"228-229. Google's decision to phase out third-party cookies on Chrome only increases the information asymmetries, leaving publishers with fewer alternatives other than Google's user data. Because access to user data is only available on the or through Google intermediaries, Google's decision to shut down third-party cookies on Chrome increases the information asymmetries between its exchange and other exchanges such as those in header bidding…Given the nature of targeted ads, Google has consistently misrepresented that "we'll never sell your personal information to anyone." …The [ ] will go further and charge even higher prices for the sale of personal user information in order to create a giant walled garden and increase its profit margins and eliminate competition."* • https://www.naag.org/multistate-case/texas-et-al-v-google-no-420-cv-00957-e-d-tex-dec-16-2020/
⚖ Dec 17, 2020	***Colorado v Google*—A coalition of 38 States, led by Colorado and Nebraska, filed a claim against Google for monopolizing internet search and search-related advertising services.** *"228. Google has wilfully maintained, abused, and extended its monopoly power in 3 Preiskel & Co LLP general search text advertising through (a) anticompetitive and exclusionary distribution agreements that lock up the present default positions for search access points on browsers, mobile devices, computers, and other devices as well as emerging device technology; require preinstallation and prominent placement of Google's apps; and tie Google's search access points 76 to Google Play and Google APIs; (b) operation of SA360 to limit the tool's interoperability with a competitor, disadvantaging SA360 advertisers; (c) discriminatory treatment towards specialized vertical providers in certain commercial segments*

	that hinders consumers' ability to find responsive information; and (d) other restrictions that drive queries to Google at the expense of search rivals." • https://www.naag.org/multistate-case/colorado-et-al-v-google-no-130-cv-03715-d-d-c-dec-17-2020/
2021	
⚖ Jan 8, 2021	**CMA launched an investigation under Chapter II of the Competition Act 1998 into suspected breaches of competition law by Google (Case Ref: 50972)** • https://www.gov.uk/cma-cases/investigation-into-googles-privacy-sandbox-browser-changes
G Jan 25, 2021	**Google Published a progress update on the ' Privacy Sandbox'** *"New in this month's Chrome 88 release, we are strengthening this policy by modifying the definition of SameSite to prevent some forms of cross-site attacks, including downgrading a connection's security. Now secure and insecure versions of the same host domain, such as https//site.example and http://site.example, are considered as third-party context to each other."* • https://privacysandbox.google.com/blog/privacy-sandbox-update-2021-jan • https://blog.google/products/ads-commerce/2021-01-privacy-sandbox/
G Jan 27, 2021	**Google announces it will not rely on ATT prompts for its own apps as it relies on other match keys** *"Apple's upcoming App Tracking Transparency (ATT) policy will require developers to ask for permission when they use certain information from other companies' apps and websites for advertising purposes, even if they already have user consent…. When Apple's policy goes into effect, we will no longer use information (such as IDFA) that falls under ATT for the handful of our iOS apps that currently use it for advertising purposes. As such, we will not show the ATT prompt on those apps."* • https://blog.google/products/ads-commerce/preparing-developers-and-advertisers-for-policy-updates **MOW informs CMA that using individuals' identity rather than random IDs as match keys does not improve privacy**
🌐 Feb 9, 2021	**MOW submits formal complaint to CMA about Google's removal of DCM IDS** *"Google's proposed actions that will affect the provision of PIDs will affect the operation and effectiveness of the advertising supply chains that compete with Google and thereby affect competition in the UK, and asks the CMA to ensure Google does not remove critical data required to support the interoperable ecosystem that relies on pseudonymous user IDs, such as the DCM ID"*
🌐 Feb 17, 2021	**MOW submission to CMA on Google's Gnatcatcher proposal** *" The proposal is designed to prevent marketers from using IP Addresses either to detect fraud or for geographic tailoring of content. Note this will not only impact advertising effectiveness across multiple publishers, but their ability to safeguard their own web properties as well as personalize their visitor experiences."* • https://www.chromium.org/Home/chromium-privacy/privacy-sandbox/
🌐 Feb 23, 2021	**MOW Submission to the CMA on Fenced Frames and Origin Trials** *"Google's 'Privacy Sandbox' and particularly Fenced Frames in combination with Turtledove/Fledge discriminate against rivals and further entrench Google's dominant position in the digital advertising marketplace."*
G Mar 3, 2021	**Google provided further detail on its use of user-level identifiers to track users across the web once TPCs are phased out.**
G Mar 4, 2021	**Google to stop selling Ads based on your specific web browsing** The announcement was misleadingly interpreted and reported as indicating that Google would no longer be able to target or personalise ads. This was incorrect, as the announcement did not say that Google would stop offering personalised advertising services based on consumer data that it holds and gathers. • https://blog.google/products/ads-commerce/a-more-privacy-first-web/
⚖ Mar 4, 2021	**CMA investigates into Apple App Store** *"The CMA investigated Apple's conduct in relation to the distribution of apps on iOS and iPadOS devices in the UK, in particular, the terms and conditions governing app developers' access to Apple's App Store."* • https://www.gov.uk/cma-cases/investigation-into-apple-appstore
⚖ Mar 5, 2021	**Google loses CNIL appeal** *"A French decision that ordered it to reform its cookie practices and pay a €100 million fine went ahead, as Google failed to obtain a suspension."* • https://www.lexology.com/pro/content/google-loses-cnil-appeal
G Mar 12, 2021	**Google agrees with ACCC on the definition of "interoperability" but confuses Personal Data with any data** Google often attempts to confuse regulators when using terms such as "user" or "identifier" to sometimes refer to identity-linked information associated with specific "individuals" and other times to refer to deidentified random identifiers, which have the appropriate organisational measures to keep them separate from a specific user's identity in the recipients' hands. *"We agree with the ACCC that data interoperability measures 'are likely to result in greater sharing of data without the consumer controls.' Unlike data portability measures, data interoperability involves the transfer of data between firms without a request from a consumer or advertiser."*

	• https://www.accc.gov.au/system/files/Google%20%28March%202021%29.pdf
⚖ Mar 15, 2021	**Texas Attorney General and other US State Attorney file updated complaint against Google** *"Google is excluding competition from header bidding, and in the exchange and ad buying tool markets, by trying to create a "walled garden"—a closed ecosystem—out of the otherwise-open internet. Specifically, Google's aim is to limit publishers' ability to identify and track users, and to position itself as the arbiter of identification and targeting on the open web. To then sell targeted ads, publishers will be required to lean even more into Google. Google has advanced two different projects to achieve this anticompetitive end-goal: the first is Project and the second, Privacy Sandbox. With both, Google's objective stands in stark contrast to the open internet that Google claims to protect."* • https://www.texasattorneygeneral.gov/sites/default/files/images/admin/2021/Press/Redacted%20Amended%20Complaint%20FILED%20(002).pdf
🌐 Mar 16, 2021	**Internet Web Advertising Business Group Meeting** There was a discussion of the FLoC proposal and the 95% claim. Google representatives clearly distanced themselves from media reports on the 95% claim, which gave the impression that the proposal provided 95% efficacy compared with current functionality. They did not, however, agree to a request to recant the statement or formally correct any news pieces which may have used it misleadingly.
🌐 Mar 16, 2021	**MOW submits formal complaint to CMA about Apple's abuse of dominance** The Complaint related to a range of conduct Apple engages in, including the proposal, with the iOS 14.5 update, to include a pop-up requesting consent for apps to gather data for 'Tracking'1 purposes, known as "ATT" • https://developer.apple.com/app-store/review/guidelines/
G Apr 9, 2021	**Google update covered proposals to replace use cases for conversion measurement at aggregate and event level once TPCs are phased out.**
🌐 Apr 16, 2021	**W3C Technical Advisory Group Feedback on Google's Privacy Sandbox Proposal** **"We write to bring to the CMA's attention the recent W3C Technical Advisory Group ("TAG") feedback on Google's Privacy Sandbox proposals, and, more particularly, its proposal concerning First Party Sets or "FPS". The TAG's feedback notes concerns about origin, security and vagueness of scope and suggests that "the proposal would benefit from more well-defined scope, including more use definitions, especially those that benefit the user (articulating user need)""** • **design-reviews/reviews/first_party_sets_feedback.md at main · w3ctag/design-reviews · GitHub**
Apr 20, 2021	**Apple rolls out its ATT to restrict only rivals' ability to interoperate across mobile apps** CMA notes Apple's continued collection of individuals' cross-app activity for B2B measurement purposes. *"We recently introduced a new URL parameter to help comply with Apple's policies and help you measure the results of your ads on iOS."* • https://developer.apple.com/news/?id=ecvrtzt2 • https://assets.publishing.service.gov.uk/media/61b86aeb8fa8f5037778c3b8/Appendix_I_-_Considering_the_impacts_of_Apples_ATT.pdf
G Apr 26, 2021	**Google announces that it will use URL decoration for Measurement across iOS apps** *"We recently introduced a new URL parameter to help comply with Apple's policies and help you measure the results of your ads on iOS."* • https://support.google.com/google-ads/answer/10635155
Apr 27, 2021	**Apple rolls out with IOS 14.5 update** *"The rollout of iOS 14.5 has begun, with ATT included. However, it appears that the roll out will be even more detrimental to Apple's competitors in the publishing, advertising and data areas than previous predicted, and seemingly more beneficial to Apple with their simultaneous announcement introducing their own proprietary news advertising products and its new advertising network"* • https://developer.apple.com/news/?id=5odabsss
⚖ Apr 28-29, 2021	***Lloyd v Google*—Supreme Court Decision** *" in the way the claim has been framed in order to try to bring it as a representative action, the claimant seeks damages under section 13 of the DPA 1998 for each individual member of the represented class without attempting to show that any wrongful use was made by Google of personal data relating to that individual or that the individual suffered any material damage or distress as a result of a breach of the requirements of the Act by Google. For this reason a claim for damages cannot succeed."* • https://supremecourt.uk/uploads/uksc_2019_0213_judgment_995458ff66.pdf
🌐 May 12-14, 2021	**BlinkOn14 Conference with Google discussing some of the Privacy Sandbox Proposals** • https://www.youtube.com/watch?v=AAigtQnRgrI&list=PL9ioqAuyl6ULbse3njxmvJgJArp_-pKxY&index=3 • https://www.youtube.com/watch?v=JuyaGFApifA&list=PL9ioqAuyl6ULbse3njxmvJgJArp_-pKxY&index=2 • https://www.youtube.com/watch?v=DhWFhBJkr_U&list=PL9ioqAuyl6ULbse3njxmvJgJAr p_-pKxY&index=11
G May 19, 2021	**Google update on User-Agent String Reduction in Chromium** *"This update confirms that UACH "is now shipping by default in Chrome (since 89)." Moreover, the update announces that "no User-Agent string changes will be coming to the stable channel of Chrome in 2021", and that Google intends to "provide transparency into our thinking and roadmap*

	early on so you can plan to adapt accordingly." It then refers to launching an Origin Trial "in the coming weeks". It also indicates that there will be a "reverse Origin Trial" allowing sites with complex use cases to continue to have access to an un-deprecated User Agent String for "at least an additional 6 months". • https://blog.chromium.org/2021/05/update-on-user-agent-string-reduction.html
⚖ May 19, 2021	**ICO and CMA reject 1st vs 3rd Party Distinctions as being irrelevant for "privacy" and expressly anticompetitive** *"Whether information is personal data depends on whether it relates to an identified or identifiable individual. There is no explicit reference to the distinction between first-party and third-party data in data protection law…. An interpretation of data protection law in which transfers of personal data between different businesses owned by a single corporate entity – such as a large platform company – are in principle viewed as acceptable from a privacy perspective, while transfers of personal data between independently-owned businesses are not…. would clearly be problematic for competition, as it would provide strong incentives for companies to integrate horizontally and vertically in order to be able to process more personal data. It would also undermine the ability of challenger or new entrant firms that are not vertically integrated, including small start-ups, to compete in digital markets."* • https://www.gov.uk/government/publications/cma-ico-joint-statement-on-competition-and-data-protection-law https://digiday.com/media/wendy-seltzer-how-w3c-groups-work
⚖ June 7, 2021	**French Autorité de la Concurrence finds Google's tying practices in the online advertising sector (Decision 21-D-11)** "Google has a strong position in the web browser market through its Chrome browser, which has a market share of around 60% in Europe. This position allows Google to significantly influence publishers' decisions in the development of their websites, and has an impact on the choice of advertising technologies used, including ad server technologies for publishers." https://www.autoritedelaconcurrence.fr/sites/default/files/attachments/2021-07/21-d-11_ven.pdf **French Autorité de la Concurrence (Autorité) entered into a settlement of their antitrust investigation into Google's abuse of its market dominance in the digital ad software markets."** **The Autorité de la concurrence hands out a €220 millions fine to Google for favouring its own services in the online advertising sector | Autorité de la concurrence"**
⚖ Jun 11, 2021	**CMA publishes notice of intent to accept initial draft of Google's Commitments** *"The CMA is to take up a role in the design and development of Google's Privacy Sandbox proposals to ensure they do not distort competition….* • *https://www.gov.uk/government/news/cma-to-have-key-oversight-role-over-google-s-planned-removal-of-third-party-cookies* *"The CMA has set out its preliminary view that the announcements themselves and implementing steps taken to date are likely to constitute an abuse in the specific circumstances of the case…. [The CMA requires] Google not to design any of the Privacy Sandbox Proposals in a way which could self-preference Google, not to engage in any form of self-preferencing practices when using the Privacy Sandbox technologies and not to share information between Chrome and other parts of Google which could give Google a competitive advantage over third parties…. These obligations] require Google not to use any of the individual-level user data from the following sources for targeting or measuring digital advertising on third-party inventory: Google's current and future user-facing services, including Android…."* • https://assets.publishing.service.gov.uk/media/60c21e54d3bf7f4bcc0652cd/Notice_of_intention_to_accept_binding_commitments_offered_by_Google_publication.pdf **MOW's submissions and meetings with CMA ensures it receives improved Commitments** • *https://digiday.com/media/wendy-seltzer-how-w3c-groups-work*
⚖ Jun 22, 2021	**EU Commission opens investigation into possible anti-competitive conduct by Google in the online advertising technology sector** *"The European Commission has opened a formal antitrust investigation to assess whether Google has violated EU competition rules by favouring its own online display advertising technology services in the so called "ad tech" supply chain, to the detriment of competing providers of advertising technology services, advertisers and online publishers. The formal investigation will notably examine whether Google is distorting competition by restricting access by third parties to user data for advertising purposes on websites and apps, while reserving such data for its own use."* • *https://ec.europa.eu/commission/presscorner/detail/en/ip_21_3143*
🌐 Jun 15, 2021	**Mow's submission to CMA detailing Apple and Google's coordination for Mutual Benefit** • *https://movementforanopenweb.com/cma-investigation-of-apple-and-google-market-domination-is-long-overdue-and-is-something-weve-been-fighting-for/*
G Jun 24, 2021	**Google updates its 3PC timeline to 2023-2H** *"Subject to our engagement with the United Kingdom's Competition and Markets Authority (CMA) and in line with the commitments we have offered, Chrome could then phase out third-party cookies over a three month period, starting in mid-2023 and ending in late 2023."* • https://blog.google/products/chrome/updated-timeline-privacy-sandbox-milestones
🌐 Jul 5, 2021	**MOW submits supplementary submission to CMA about Gnatcatcher/IP Blindness investigation** *"The supplementary submission relates by further competition issues inherent in this proposal, which were not in the NIAC, and which may not be apparent from MOW's previous submissions. These relate specific to B2B uses of the IP address."*
G Aug20, 2021	**Google make changes to its Incognito mode in Chrome browser** ***"Google has removed user choice from the new Chrome incognito home screen in relation to third party cookies. This is an example of Google continuing to make changes to Chrome pursuing their disintermediation strategy that will further distort competition in digital markets. They are doing so absent any approval from the CMA and contrary to what they stated that there would be no change for the time being."*** • ***https://techdows.com/2021/08/chrome-incognito-page-on-android-revamped.html***

G Sep 6, 2021	**Google continues to make changes to its "Privacy Sandbox"** ***"It appears that Google is proceeding with its "Privacy Sandbox" changes, despite the proposed commitments to give the CMA oversight and despite the CMA's still open investigation. It has come to our attention recently that, for consumers using the Chrome browser, Google has implemented an automatic opt-in to all Privacy Sandbox trials as a default setting"***
 Sep20, 2021	**Apple releases 'Private Reply' to paid iCloud accounts as part of iOS 15 release** *"It is called 'iCloud Private Relay' that "hides your IP address and browsing activity [when using Safari] so that no one – including Apple – can see it [it]. "Of course the UK government and broadband ISPs have concerns. Apple states that their Private relay Function is "designed to protect your privacy on the internet" and should "do not affect your surfing experience"(Albeit with some caveats) which many in the broader Internet community in general will praise. The feature has been in development for a while, but the main difference now is that consumers can use it more widely.* • *https://www.apple.com/uk/newsroom/2021/09/ios-15-is-available-today/* • ***https://hitechglitz.com/apples-private-relay-service-poses-challenges-for-uk-isps/*** • *https://9to5mac.com/2022/01/10/european-carriers-seek-to-block-iphone-private-relay-feature/* **MOW Submits further evidence into Google's 'Privacy Sandbox' CMA investigation** ***"We have set out in an Annex to this letter further evidence that Google is continuing with its marketing campaign that capitalizes on changes that it is making to its browser and which are designed to adversely impact competitors. (…)In brief we understand that Google is continuing to sign up customers and is pressing on with its sales and marketing campaign with no reference to the proposed undertakings to the CMA."***
Sep 23 2021	**MOW brings complain to the EU Commission under Art 7 Reg No 1/2003 against Google (Case AT 40670)**
Nov 12 2021	**MOW draw attention to CMA about Google harm against changes into Privacy Sandbox** **"It appears that, despite its proposed commitments to the CMA and its published timeline stating that the User Agent Client Hints ("UACH")1 proposal to deprecate the information contained in the User-Agent string would not be implemented until April 2022, Google has in fact moved forward in implementation of the proposal, causing harm to MOW members and other web stakeholders. We provide in the attached Appendix 1 screenshots of tests conducted by a MOW member on 11 November 2021. It has come to MOW's attention this week that both Chrome and Edge browsers have already started to provide false information in the User Agent String concerning the version of the operating system being used on Windows 11. Appendix 1 shows this happening."**
Nov 12, 2021	**US State Attorneys General file antitrust charges against Google's Ad Systems, including its Sandbox** *"To ensure its future position, Google outlined a new approach to building a walled garden out of the open web using privacy as a pretextual justification to engage in further monopolistic conduct. Google's new scheme is, in essence, to wall off the entire portion of the internet that consumers access through Google's Chrome browser…. Google's plan will pressure advertisers to shift to Google money otherwise spent on smaller publishers…. By blocking cookies, and through proposals in Privacy Sandbox, Google forcibly inserts itself in the middle of publishers' business relationships with non-Google advertising companies, cutting off publishers' ability to transact with rivals without also going through Google…. Google's upcoming cookie changes, under the guise of privacy, are a ruse to further Google's longstanding plan to advantage itself by creating a closed ecosystem out of the open web."* • *https://www.texasattorneygeneral.gov/sites/default/files/global/images/TAC%20-%20Redacted%20Version%20(public).pdf* **MOW meets with regulators to help further elaborate on the problems to be addressed** • *https://digiday.com/media/wendy-seltzer-how-w3c-groups-work*
Nov 16, 2021	**Publication by the Australian Competition & Consumer Commission ("ACCC") of the Digital Advertising Services Inquiry Final Report** • **https://www.accc.gov.au/system/files/Digital%20advertising%20services%20inquiry%20-%20final%20report.pdf** **Publication of an unredacted version of the Texas AG Complaint (the "Texas Complaint")** • **https://www.courtlistener.com/docket/60149069/152/in-re-google-digital-advertising-antitrust-litigation/**
G Nov 16, 2021	**End of the Chrome Dev Summit** • **https://developer.chrome.com/devsummit/**
Nov 25, 2021	**ICO Commissioner explicitly rejects 1st vs 3rd Party Distinctions as being irrelevant for "privacy"** *"As highlighted in the [ICO & CMA] joint statement, a distinction is often drawn between the concepts of "first party" and "third party" when used both in web standards and industry definitions of data use 97. The Commissioner is aware of a view by market participants about how data protection law regards these concepts. For example, that first party has an inherently lower risk than third party. The Commissioner rejects this view….Data protection law does not prevent organisations sharing personal data. It facilitates fair and proportionate data sharing."* • https://www.w3.org/community/web-advhttps://ico.org.uk/media2/migrated/4019050/opinion-on-data-protection-and-privacy-expectations-for-online-advertising-proposals.pdf
	CMA publishes intention to accept modified draft of Google's Commitments

Nov 26, 2021	*"Google's alternatives could be developed and implemented in ways that impede competition in digital advertising markets. This may cause advertising spending to become even more concentrated on Google, harming consumers who ultimately pay for the cost of advertising. It may also undermine the ability of online publishers such as newspapers to generate revenue and continue to produce valuable content in the future, reducing choice for consumers."* • https://www.gov.uk/government/news/cma-secures-improved-commitments-on-google-s-privacy-sandbox **MOW's submissions and meetings with CMA ensures it receives additionally improved Commitments**
Dec 2, 2021	**MOW raise its concerns to the CMA, the DoJ and the EC about the World Wide Web Consortium ("W3C")** ***"The Movement for an Open Web ("MOW") is concerned that the W3C has been used by certain Big Tech players to hold up investment and prevent innovation that they do not approve of. It has also become clear recently that the W3C is providing a venue for discussions among competitors about prices and industry structure which have contributed to existing high levels of market concentration, and which go well beyond the remit of any standards making body or trade association. "***
Dec 14, 2021	**CMA publishes Interim Mobile Ecosystems Market Study, where interoperability remedies platfroms' discrimination** *"In allowing greater competition for these activities than currently exists, it may mean that Apple and Google need to provide additional information or functionality to third parties than they presently do. Therefore, the above measures may need to be combined with certain interoperabilityrequirements, such as requiring that third parties are provided with the necessary APIs to be able to compete with Apple or Google's own products or services. In particular, equitable interoperability would allow parties access on equal terms to others (including Apple's and Google's own products and services), effectively prohibiting self-preferencing and discrimination against third parties."* • https://assets.publishing.service.gov.uk/media/61e99b96d3bf7f0549bf7e11/MobileEcosystems_InterimReport.pdf
Dec 17, 2021	**MOW Response to Modified Commitments and further request for use of interim measures in CMA case** **"As we have advised the CMA throughout, we are concerned that Google is operating to its usual playbook of seeming to provide undertakings that on their face look useful, but through a process of refinement have moved to a place where the complexity of their provisions mean that they neither directly address the concerns outlined nor contain legally actionable and quickly enforceable remedies."**
Dec 21, 2021	**MOW letter to W3C raising issues relevant to the Formal Objections raised by 51Degrees** **"We write on behalf of Movement for an Open Web Limited ("MOW") and raise issues below that are relevant to the Formal Objections (FO) raised by 51Degrees:** **1) W3C practice of using first- and third-party domains discriminated between centralised bigger businesses and (groups or networks of) smaller businesses.** **2) W3C need to be consistent in its approach to the issue in 1)** **3) "Privacy" is a legal issue. Any sensible definition should not use broad proxies such as different types of internet domain but refer to the underlying law and legal concepts such as data controller and data processor.** **4) Compliance** **5) Issues arising relating to 51Degrees' FO"**
2022	
Jan 5, 2022	**Bundeskartellamt ("BKartA")'s decision of 5 January 2022 to subject Google to the market abuse control rules set out in the GWB due to its position of paramount significance across markets.**
Jan 10, 2022	**MOW letter to the CMA in relation to its complaints against Google's Privacy Sandbox** **"This letter looks to answer the question "what do the Google's undertakings to the CMA not cover". In short, they don't cover interim measures, marketing related harm, the pooling of first party (often) personal data under the "Customer Match" program, or the Google News Showcase, nor do they prevent on going harm from occurring pending CMA oversight that is contemplated by the undertakings or occurring from Google's implementation of the Privacy Sandbox pending further consultation and investigation"**
Jan 20, 2022	**CMA call and MOW in relation to complaints against Google's Privacy Sandbox** **"MOW emphasised the harm caused by Google continuing to exempt its own B2B advertising solutions from the restrictions that it is imposing on rivals"**
G Jan 27, 2022	**Google announces the end of FLoC and a new proposal called "Topics"** **"Last week, Google announced that it was no longer continuing its FLoC proposal due to market feedback and the insufficiency of the solution to address the desired needs of marketers and publishers. At the same time, Google has announced a new proposal called "Topics," which Google is planning to start trialling at the end of this Quarter"** • **https://digiday.com/marketing/understanding-googles-floc-replacement-topics-and-its-unanswered-questions/** • **https://techcrunch.com/2022/01/25/google-kills-off-floc-replaces-it-with-topics/**
Feb , 2022	**Mobile UK's submission to CMA's Consultation on it's interim report on the mobile ecosystem market study** ***"The Interim Report makes reference to concerns that Microsoft has raised in relation to Apple's [iCloud] Private Relay ("Private Relay"). In this response, we expand on issues relating to Private Relay, its potential for negative impacts on consumer experience, internet safety and the risks***

	to the wider mobile ecosystem arising from Apple being able to leverage its considerable market power into many areas of the market and thus being able to further entrench its position." • https://assets.publishing.service.gov.uk/media/6229acd18fa8f526d520d0b7/Mobile_UK.pdf
🌐 Feb 1, 2022	**MOW letter to the Bundeskartellamt in relation to Google "Privacy Sandbox"** ***" we are writing to draw the BKartA's attention to Google's "Privacy Sandbox" and wider conduct in relation to its control of the Chrome browser and Blink/Chromium browser engine, and how Google uses this control to further its own digital advertising, digital security and fraud detection, and digital analytics businesses, harming competition."*** • **https://services.google.com/fh/files/misc/disabling_third-party_cookies_publisher_revenue.pdf**
G Feb 1, 2022	**Google parent company, Alphabet, Announces Fourth Quarter and Fiscal Year 2021 Results** **"Ruth Porat, CFO of Alphabet and Google, said: "Our fourth quarter revenues of $75 billion, up 32% year over year, reflected broad-based strength in advertiser spend and strong consumer online activity, as well as substantial ongoing revenue growth from Google Cloud."** • **https://abc.xyz/assets/investor/static/pdf/2021Q4_alphabet_earnings_release.pdf?cache=d72fc76**
⚖ Feb 11, 2022	**CMA formally accepts Google's Commitments to address critical competition concerns** By prohibiting Google from retaining data for its B2B Ad Systems (including its own Sandbox) that it restricts from rivals or other methods of using its B2C software, Search or policies to conduct discriminatory self-preferencing. "*'Ads Systems' as defined already encompasses Google products used for 'Targeting or Measurement' of digital advertising on the web. Budget allocation and bid optimisation are part of 'Targeting and Measurement'; frequency capping is already included in the definition of 'Targeting or Measurement'…. The CMA notes that the definition includes both Google Ad Manager and Privacy Sandbox.*" • https://assets.publishing.service.gov.uk/media/62052c52e90e077f7881c975/Google_Sandbox_.pdf • **https://assets.publishing.service.gov.uk/media/62052c6a8fa8f510a204374a/100222_Appendix_1A_Google_s_final_commitments.pdf**
G Feb 11, 2022	**Google announces it will apply its CMA Commitments on a world-wide basis** *"We will apply the commitments globally because we believe that they provide a roadmap for how to address both privacy and competition concerns in this evolving sector."* • https://blog.google/around-the-globe/google-europe/path-forward-privacy-sandbox
G Feb 16, 2022	**Google announces the introduction of Privacy Sandbox on Android** *Today, we're announcing a multi-year initiative to build the Privacy Sandbox on Android, with the goal of introducing new, more private advertising solutions. Specifically, these solutions will limit sharing of user data with third parties and operate without cross-app identifiers, including advertising ID. We're also exploring technologies that reduce the potential for covert data collection, including safer ways for apps to integrate with advertising SDKs.* • https://blog.google/products/android/introducing-privacy-sandbox-android/
G Feb 24, 2022	**Google announces it will apply its CMA Commitments to the Android Privacy Sandbox** *"Google informed us [the CMA] of its intentions in this area ahead of its announcement. Google has indicated that it intends to apply – on a voluntary basis – the principles of the commitments mentioned above to its proposed Android Privacy Sandbox."* • https://competitionandmarkets.blog.gov.uk/2022/02/24/cma-secures-final-privacy-sandbox-commitments-from-google
G Mar , 2022	**Google proposes Attribution Reporting API** It purports to enable advertisers and ad tech providers to measure ad conversions in a privacy-preserving way, without relying on third-party cookies. • https://privacysandbox.google.com/private-advertising/attribution-reporting • https://docs.google.com/presentation/d/1y52FgksXFiuU6w9K39sRqTRu1JqpfgBr6OfOQOjYGPk/edit?slide=id.g12c2e5c5715_0_0#slide=id.g12c2e5c5715_0_0
G Mar 8, 2022	**Google's presentation during the IAB Europe: "Town Hall with Chrome and Android Privacy Sandbox"** Google made reference to the need for "Balance", meaning that capabilities must be "sufficient" to current identifier solutions. Google also referenced its commitments to the CMA: "Privacy Sandbox changes will apply in the same way to Google's advertising products as to products from other companies."
🌐 Mar 11, 2022	**MOW submits to CMA on Data Trusts and Common ID stewardship system position** *"We suggest the CMA consider a contractual framework among ad tech businesses and the sharing of common ID data could be created as part of an access and interoperability remedy. Previous access regimes have been used as remedies to similar issues of vertical integration and foreclosure but have not needed to address the particular characteristics of the advertising markets."*
G Mar 31, 2022	**Google starts the origin trial for the Privacy Sandbox ads and measurement proposal for a limited number of Chrome Beta users** • https://blog.chromium.org/2022/03/what-to-expect-from-ps-testing.html
🌐 Apr 14, 2022	**MOW's submission to the CMA updating brief on GNATCATCHER/IP Blindness**

	Gnatcatcher and Private Relay make it impossible for publishers to target B2B audiences using IP addresses, forcing B2B advertisers to target campaigns using business email addresses instead of IP addresses, which would only be possible through large Big Tech players such as Google, Facebook, and LinkedIn advertising networks.
⚖ May 2, 2022	**European Commission sends Statement of Objections to Apple over practices regarding Apple Pay** *"The European Commission has informed Apple of its preliminary view that it abused its dominant position in markets for mobile wallets on iOS devices. By limiting access to a standard technology used for contactless payments with mobile devices in stores ('Near-Field Communication (NFC)' or 'tap and go'), Apple restricts competition in the mobile wallets market on iOS."* • https://ec.europa.eu/commission/presscorner/detail/en/ip_22_2764
🌐 May 10, 2022	**MOW's answers to CMA's questions following May meeting on Google's Privacy Sandbox** *"We therefore consider that testing and trialling should be conducted to assess whether the changes being proposed would have the effects we are concerned about. That testing and trialling needs to address competitive impacts in the relevant affected markets. The starting point for such assessment would be to look at existing use cases, then at markets of users and competitors supplying products in competition with each other in those candidate markets, at different levels in the tech stack."* Mow outlines in Annex 1 practice questions that the CMA should put to Google to verify competitive impacts from the introduction of Privacy Sandbox, and in Annex 2 proposes a framework for assessment and testing.
🌐 May 12, 2022	**W3C's Proposal for Principles of User Privacy** *"Whilst this attempt by the W3C to create privacy standards are technically non-binding, they will ultimately be universally adopted by all other competitors in the market by virtue of Google and Apple's substantial market power. This creates a de facto standard, which, on a practical level, is deemed to have the same effect as a legally-binding industry standard2. If these standards are ratified, it will threaten the entire marketplace and have a serious adverse effect on competition."* • https://darobin.github.io/pup/#the-parties
⚖ May 26, 2022	**CMA initiates investigation against Google potential abuse of dominance in ad tech** The CMA is investigating whether Google has broken the law by restricting competition in the digital advertising technology market. • https://www.gov.uk/government/news/google-probed-over-potential-abuse-of-dominance-in-ad-tech
G Jul , 2022	**Google's Marketer's Playbook** Google provides users recommendations on how to be "privacy ready". It outlines a step-by-step guide in three phases: (1) Collect, (2) Measure and (3) Activate. • https://www.thinkwithgoogle.com/_qs/documents/14033/final_uk_privacy_playbook.pdf
⚖ Jun 10, 2022	**CMA publishes final Mobile Ecosystems Market Study report, critiquing anticompetitive design of Apple's ATT** *"Another important difference between Apple's ITP and Google's Privacy Sandbox Proposals is the extent to which they directly impact Apple's and Google's other activities online and ultimately their impact on competition. In particular, Google directly benefits from a distortion in competition in the supply of ad inventory and ad tech services, given its strong presence in both display and search advertising…."* *"Apple is not applying the same standards to itself as to third parties forced to show the ATT prompt when it comes to seeking opt in from consumers for personalised advertising…. Our assessment is that Apple's own processing of its users' personal data is no less consistent with the description of tracking (as set out by the UK's data protection authority and the W3C) than what third-party developers do. More specifically, Apple's cross-app processing activities are similar to those of third-party developers aside from the fact that the latter are conducted under separate corporate ownership. As such, we do not consider there to be a justification for the differences between, on the one hand, how the two activities are described to users in terms of language used respectively in Apple's own prompt and in the ATT prompt to characterise such activities – Apple claims explicitly on its personalised advertising prompt that 'Apple does not track you' – and, on the other hand, the design of the ATT prompt and Apple's personalised ad prompt."* • *https://assets.publishing.service.gov.uk/media/62a229c2d3bf7f036750b0d7/Appendix_J_-_Apple_s_and_Google_s_privacy_changes__eg_ATT__ITP_etc__-_FINAL_.pdf* **MOW submissions and meetings with CMA ensures it better understands the problems to be addressed**
G Jul 25, 2022	**Google releases Q2 Privacy Sandbox Progress Report** *"Google's report simply refuses to engage with the definition of "privacy" and instead asserts that "The primary goal of the Privacy Sandbox is to improve user privacy by replacing current practices with solutions that do not rely on cross-site tracking mechanisms."* • https://assets.publishing.service.gov.uk/media/62e14c98e90e0766a8081720/_Privacy_Sandbox_Progress_Report_to_the_CMA_2022_Q2_.pdf
G Jul 27, 2022	**Google updates its 3PC timeline to 2024-2H** *"By Q3 2023, we expect the Privacy Sandbox APIs to be launched and generally available in Chrome. As developers adopt these APIs, we now intend to begin phasing out third-party cookies in Chrome in the second half of 2024."* • https://blog.google/products/chrome/update-testing-privacy-sandbox-web
⚖ Jul 1, 2022	**CMA's final report on "Online Platforms and Digital Advertising"** *"The UK Digital Markets Report found 70% Median decline in value perceived by marketers when internet gatekeepers remove access to interoperable identifiers stored in third party cookies"* • https://assets.publishing.service.gov.uk/media/5fa557668fa8f5788db46efc/Final_report_Digital_ALT_TEXT.pdf
⚖ Jul 28, 2022	**CMA update report on implementation of the Privacy Sandbox commitment** *"Based on the evidence we currently have available, we consider that from 1 April 2022 to 30 June 2022 (the relevant reporting period), Google has complied with the Commitments it has made. Google is reporting on the basis of calendar quarters, so any developments in July 2022 will be covered in Google's next quarterly report"* • https://assets.publishing.service.gov.uk/media/62e1662ee90e07142da0176f/CMA_update_report_-_Google_Privacy_Sandbox.pdf

⚖ Aug 12, 2022	**Google fined $60m for misleading Australians about collecting location data** The case revolved around whether it was sufficiently clear Google would still collect and access location data when a user's location history was set to "off" but their web and app activity was "on" and one of its apps was used. • https://www.theguardian.com/technology/2022/aug/12/google-to-pay-60m-fine-for-misleading-australians-about-collecting-location-data
🌐 Sep 16, 2022	**MOW's answers to CMA's questions following July meetings on Apple and Google's payment systems** *"W3C is not operating as an open standards-making body. Its processes are not in principle or in practice "unrestricted" as to participation. Apple and Google representatives chair committees and push through such standards with the aim of cloaking their restrictions on competition under the W3C brand. Formal objections2 raised against self-preferencing language written into the Payment API standard has now been overruled in a process that provides greater weight and input to Apple and Google representatives under ad-hoc procedures not found in membership agreements. The W3C has now rejected the objections to the Payments API in a document we attach as Annex 1."*
G Sep 23, 2022	**Google's presentation at the Privacy Enhancing Technologies Evolution Series: Event 2 by the IAB Tech Lab** *"The speeches were made by Christina Ilvento, Group Product Manager at Google Chrome as well as Barb Smith, Global Lead of Chrome & Web Platform Partnerships at Google. We would like to draw your attention to several issues which fall within the ambit of the non-discrimination (paragraphs 30 to 31) and anti-circumvention (paragraph 33) provisions found in the Commitments which the Monitoring Trustee has to ensure that the CMA is aware of any conduct that may violate these obligations."* • https://www.youtube.com/watch?v=LaPSmLogo7w **MOW's memorandum in response to CMA's request of information on noise, user agent and data trust**
G Sep 27, 2022	**Google announces release of free VPN service for new Pixel 7 and Pixel 7 Pro** *"This creates clear antitrust issues in the form of bundling and self-preference by tying in Gnatcatcher to Pixel 7/Pixel 7 Pro smartphones raising the same concerns as that proposal. Browser vendors should not bundle this kind of feature into the browser, because in the medium term this will result in lost competition in VPN services from the user perspective, unless the bundling is undertaken in such a way that this does not arise"* • https://www.cnet.com/tech/mobile/with-pixel-7s-built-in-vpn-googles-giving-you-a-security-boost/
G Oct 13, 2022	**Google's presentation at AOP Publishing Tech Talk event** *"Aurelie Rimmen, Head of Strategy & Operations (EMEA GTM) at Google makes statement at the Privacy & Identity Tech Talk sponsored by Google. She opened the talk by stating that "users and regulators are asking for a world without third-party cookies"*
Oct 24, 2022	**Apple releases SKAdNetwork 4.0** *"The SKAdNetwork API lets advertisers measure the success of advertisements by attributing app installations to specific ad campaigns — all while maintaining user privacy. It supports multiple ad formats, including static images, videos, audio, and interactive ads. With SKAdNetwork 4.0, now available in iOS 16.1 and iPadOS 16.1, it provides more insight into the performance of ads for apps"* • *https://developer.apple.com/news/?id=31g9nllo* • *https://gamingappmarketingwithskan.splashthat.com/?utm_medium=email&utm_source=pardot&utm_campaign=2301_SKAN_Smadex_Webinar&utm_adgroup=mailer2*
⚖ Nov, 2022	**Quantitative testing of Google's Privacy Sandbox technologies – seeking input from affected firms and others on the CMA's proposals** **"This note sets out our initial thinking on how quantitative testing might inform our assessment of the impacts of the Privacy Sandbox changes. We see quantitative testing and trialling as being a key part of the Commitments agreed with Google. While it will not be possible to test all elements of the Privacy Sandbox tools, and our ultimate assessment will need to take account of wider evidence and views on qualitative impacts, we think that effectiveness testing, including by third-party market participants, can provide an important source of evidence on possible impacts on competition outcomes"** • **https://assets.publishing.service.gov.uk/media/6363b00de90e0705a8c3544d/CMA_Experiments_note.pdf**
🌐 Nov 7, 2022	**MOW letter to the European Commission to be considered as a complainant in the Statement of Objections** **"We understand that the Commission is readying a Statement of Objections ("SO") against Google`s ad business and such practices potentially infringing EU antitrust rules. We would like to ensure that the Commission considers MOW as a complainant in the SO process."** • **https://www.reuters.com/technology/exclusive-eu-antitrust-regulators-preparing-charges-against-google-over-adtech-2022-10-13/**
G Nov 10, 2022	**Criteo's First Look at Google's Interest-Based Advertising Solution** Criteo's recent analysis found that Google's Topics provided 6 less than half the meaningful information as its own rival solution. Given such evidence, why would the market willingly choose to migrate to an inferior product? • **https://techblog.criteo.com/is-googles-topics-api-a-viable-replacement-for-interest-based-advertising-297076192bd**
⚖ Nov 11, 2022	**Google settles geolocation tracking with 40 US State Attorneys General requiring Users Authenticate for protection** Going forward, Google will only offer consumers privacy choices when they authenticate into a Google User Account. *"'USER' means a person residing in the United States with a GOOGLE ACCOUNT…. GOOGLE must give USERS the ability to disable a LOCATION-RELATED ACCOUNT SETTING and delete the LOCATION INFORMATION stored by that setting in a single, continuous flow, i.e., without needing to navigate to a separate surface or page. [For logged out consumers,] GOOGLE must disclose as part of the opt-in flow for LOCATION HISTORY ways in which LOCATION INFORMATION previously stored in LOCATION HISTORY that has been de-identified or anonymized is used."* • https://www.gov.uk/cma-cases/mobile-ecosystems-market-studyhttps://www.njoag.gov/forty-attorneys-general-announce-historic-settlement-with-google-over-location-tracking-practices • https://www.nj.gov/oag/newsreleases22/2022-1114_Google-Settlement-Filed-11.11.22.pdf
⚖ Nov 22, 2022	**CMA releases statement of issues on "Mobile browsers and cloud gaming market investigation"** *"On 22 November 2022, the Competition and Markets Authority (CMA), in exercise of its powers under sections 131 and 133 of the Enterprise Act 2002 (the Act), made a reference for a market investigation in relation to the supply of mobile browsers and mobile browser engines, and the*

	distribution of cloud gaming services through app stores on mobile devices (and the supply of related ancillary goods and services) in the United Kingdom" • https://assets.publishing.service.gov.uk/media/63984ce2d3bf7f3f7e762453/Issues_statement_.pdf
Dec 9, 2022	**MOW responds to the CMA's invitation to comment on Mobile Browers and Cloud Gaming Markt investigation**
Dec 22, 2022	**MOW informs the CMA of the Caltech paper on "The impact of Privacy Measures on Online Advertising Markets"**
Dec 23, 2022	**MOW informs the CMA of the impact of User-Agent Client Hints and User-Agent Reduction on competition via search performance and Core Web Visuals** • https://github.com/miketaylr/user-agent-reduction/issues/11#issuecomment-1329437938 **MOW informs the CMA of Google's Non-compliance with Privacy Sandbox Commitments**
2023	
Jan, 2023	**CMA releases third update report on implementation of the Privacy Sandbox commitments** • https://assets.publishing.service.gov.uk/media/63d7b9a88fa8f5188ae8f788/CMA_update_report_-_January_2023__.pdf
Jan 20, 2023	**MOW responds to the CMA's Mobile Browsers and Cloud Gaming Issues Statement** *"We are concerned that this sleight of hand is taking place and that advantages will be embedded that favour Google Ad Systems and Google owned-and-operated properties, both of which have carve outs from interference with interoperability that Google is imposing on rivals. Moreover, Google's proposed latency tax associated with much of Privacy Sandbox proposals will affect competitor search rankings, stifle competition from new entrants and meaningfully impair competing products from the manufactured time delay."*
Jan 24, 2023	**US v Google LLC (2023)** *"Google's misuse of latency to gain a competitive advantage as raised in the Department of Justice's civil antitrust suit against Google for monopolising multiple digital advertising technology products in violation of Sections 1 and 2 of the Sherman Act ("DOJ Complaint") filed on 24 January 2023."* • https://www.justice.gov/archives/opa/pr/justice-department-sues-google-monopolizing-digital-advertising-technologies • https://www.justice.gov/archives/opa/press-release/file/1563746/dl?inline=
G Jan 25, 2023	**Google misleads the CMA on how to latency, which is impaired by its Sandbox** *"As demonstrated below, the median Client Hint fetch latency on Windows (and Android) is about half a millisecond. This is not a significant performance regression and should not impact search rankings…. A less than a 10th of a millisecond increase does not cause concern today but Google will monitor to make sure this does not steadily increase over time…. Regarding Search, as noted in the Google Search Central Blog, speed is one input of many into search rankings."* • https://assets.publishing.service.gov.uk/media/63d7b357e90e0773e17b27d3/Privacy_Sandbox_Progress_Report_to_the_CMA_2022_Q4.pdf **MOW's raised to the CMA Google's latency impairment and its ability to coerce adoption via its dominant Search** **MOW raises W3C issue with the DOJ, CMA, FCA, IETF, ACCC and PSR**
Jan 27, 2023	**MOW informs the CMA ON Google's inconsistent position on information handling by rivals** *"Retaining the data is pro-competitive. It is also a more proportionate means through which competition can remain unaffected while safeguarding privacy, as the same safeguards used in the ISBA study can logically be applied. In that way it is an alternative that is a less restrictive means to achieve a pro-competitive outcome than UACH. It works and is operating in the market now, with Google's support and no apparent ill effects."* • https://www.isba.org.uk/knowledge/financial-audit-toolkit-programmatic-advertising
G Jan 31, 2023	**Google indicates that it will introduce User-Agent Reductions in phases** • https://groups.google.com/a/chromium.org/g/blink-dev/c/zVOEHwgyyu4
Feb 2, 2023	**51 Degrees' submission to CMA on Google's Privacy Sandbox Commitments & Google's measurement of latency irrelevant** *"Google have simply measured the amount of time taken to retrieve the necessary information after the delay associated with UACH has been incurred. This is why there is such a large difference between the figures provided by 51Degrees and Google. Google's measurement method and its impact on competition is meaningless from the perspective of competition."* • https://issues.chromium.org/issues/40768416
Feb 6, 2023	**MOW informs the CMA of Latency in the Context of Topics API and Google's own Search Engine Results Pages** *"We are concerned that this sleight of hand is taking place and that advantages will be embedded that favour Google Ad Systems and Google owned-and-operated properties, both of which have carve outs from interference with interoperability that Google is imposing on rivals. Moreover, Google's proposed latency tax associated with much of Privacy Sandbox proposals will affect competitor search rankings, stifle competition from new entrants and meaningfully impair competing products from the manufactured time delay."*
Feb 10, 2023	**MOW follow up from meeting with CMA on Google's User Agent Reduction project and Testing** *"As outlined above, it appears that Google may be in breach of its commitment to provide all information supplied in UAS via UACH. The ending of such provision in "late May," the absence of information related to the web, and its continuing availability for iOS and WebView needs to be investigated. Given the new evidence from recent submissions, we believe such an analysis is critical to ensuring the purpose and intent of the Commitments, especially the non-discrimination obligations of Section H.30, are part of any Google proposed Privacy Sandbox designs."*

G Feb 14, 2023	**Google announces rollout of Privacy Sandbox for Android Beta** *"The Privacy Sandbox Beta provides new APIs that are designed with privacy at the core, and don't use identifiers that can track your activity across apps and websites. Apps that choose to participate in the Beta can use these APIs to show you relevant ads and measure their effectiveness."* • https://blog.google/products/android/the-privacy-sandbox-beta-is-coming-to-android/
🌐 Mar 17, 2023	**MOW informs CMA of issues with Android Privacy Sandbox announcement** *"Part of the proposed change (degradation) to the operating system is the removal of support for the Android Advertising ID – a consistent and interoperable match key ("AAID")."*
🌐 Mar 17, 2023	**MOW informs the CMA of anti-competitive effect from the data handling restrictions imposed by Privacy Sandbox** *"Data restrictions (of the kind proposed by Google's Privacy Sandbox) result in a 14% price increase over two years and a 61% decrease of matchability of data over the same time period; and User Agent was an important input in the study, similarly, in order to properly analyse advertising effectiveness, it must be retained for testing of Privacy Sandbox."* • https://www.isba.org.uk/system/files/media/documents/2023-01/ISBA%20%20PwC%20programmatic%20supply%20chain%20study%20II%20%28summary%29-%2018%20January%202023.pdf
🌐 Mar 29, 2023	**MOW provides CMA with further evidence of harm from Google's User Agent String Reduction** *"The evidence we set out above shows that harm will eventuate to not only the AdTech market, but many downstream participants, including publishers and advertisers. We reiterate that the impact across the online ecosystem will be significant. The evidence shows that the change required to operate on a business as usual basis is complex, requires time, developer resources, and has already had low uptake due to poor communication. We note that this change, relative to other changes that will be required by Google's suite of Privacy Sandbox proposals is small. Cumulatively, the disruption these proposals will cause will be irreversible."*
 Apr 17, 2023	**Apple announces that it will offer card's new high yield savings account at 4.15% APY** *"Savings helps our users get even more value out of their favourite Apple Card benefit — Daily Cash — while providing them with an easy way to save money every day," said Jennifer Bailey, Apple's vice president of Apple Pay and Apple Wallet. "Our goal is to build tools that help users lead healthier financial lives, and building Savings into Apple Card in Wallet enables them to spend, send, and save Daily Cash directly and seamlessly — all from one place."* • https://www.apple.com/newsroom/2023/04/apple-cards-new-high-yield-savings-account-is-now-available-offering-a-4-point-15-percent-apy/
G Apr 17, 2023	**Google Ads Test: Testing Interest Based Audience Solutions with Privacy Preserving Signals** *"As Chrome's third-arty cookie deprecation deadline approaches, Google Ads have been experimenting with interest-based audience solutions (IBA) by replacing third-party cookies (3PC) with a variety of privacy-preserving signals including Topics API."* • https://github.com/google/ads-privacy/blob/master/Testing%20IBA%20with%20Privacy%20Preserving%20Signals.pdf
G Apr 21, 2023	**Google admits to the CMA that its Sandbox adds considerable latency to rivals** *"We tested 60 sites (randomly selected) with an automation framework to load the sites hundreds of times. In aggregate, the first page load across all sites appeared to incur an additional ~100ms in its [First Contentful Paint] FCP."* • https://assets.publishing.service.gov.uk/media/644a36abc33b46000cf5e306/Google_s_Q1_2023_progress_report.pdf
🌐 May 10, 2023	**MOW informs FCA of Apple's recent product developments** *"We would like to draw the attention of the FCA to some of Apple's recent product developments. Apple has partnered with Goldman Sachs to launch a new savings account which is now available for U.S. Apple Card users and offers a high-yield Annual Percentage Yield of 4.15 percent – 10 times above the national average.1 There are no fees or minimum deposit or balance requirements. This looks to put increasing pressure on more established banks, particularly regional and smaller lenders."*
🌐 May 12 &18, 2023	**MOW responds to April Letter from CMA and Google's Q1 report** **MOW submits to the CMA a proposal for a competitive analysis framework in relation to Privacy Sandbox** *"Google continues to claim that its APIs provide viable alternatives to Third Party Cookie files and to promote its "first party" position. We remain concerned that urgent action must be taken to prevent publication harm. Google is not competing on an equal footing with rival ad solution providers. If this practise were replicated in another industry, the competitive problem would be abundantly clear."* • https://privacysandbox.com/news/the-next-stages-of-privacy-sandbox-general-availability/
🌐 Jun 7, 2023	**MOW meets with CMA to discuss Google's privacy Sandbox proposal**
G Jul 12, 2023	**Google attends the AdMonsters event and reinforces commitment to phase out third party cookies** • https://www.adexchanger.com/publishers/publishers-have-one-year-to-test-and-raise-red-flags-on-googles-privacy-sandbox/
🌐 Jun 21, 2023	**MOW submission to the CMA on Topic API** *"The purpose of the submission is to underline observed problems with Topics API based on Google's testing. We also would like to highlight the ways in which Google's testing framework and presentation of its testing data is deliberately misleading"*
🌐 Jun 21, 2023	**MOW's submission to the CMA on concerns around publication harm**
⚖ Jul 1, 2023	**Colorado Privacy Act (CPA) comes into effect** https://leg.colorado.gov/sites/default/files/2021a_190_signed.pdf

G Jul 18, 2023	**Google begins Origin Trials** Google pays select partners to test the effectiveness of its proprietary Audience (Topics), Ad Auction (PAAPI) and Measurement (ARA) APIs • https://privacysandbox.com/market-testing-grants
Aug 15, 2023	**MOW responds to July CMA letter and discusses the difference between first-party and third-party data.**
Sep 7, 2023	**Google settles with German Budeskartellamt requiring Users Authenticate for protection** Going forward, Google will only offer consumers privacy choices when they authenticate into a Google User Account. *"A differentiation is made between users signed into a Google account and non-authenticated users…. here are Google services which can be used without signing in, but where no selection dialogues appear. In these cases users cannot choose between options concerning data processing before using the services."* • https://oag.ca.gov/system/files/attachments/press-docs/Google Proposed Order FINAL (3).pdfhttps://www.bundeskartellamt.de/SharedDocs/Entscheidung/EN/Entscheidungen/Missbrauchsaufsicht/2023/B7-70-21.pdf?__blob=publicationFile&v=3
Sep 14, 2023	**Google settles geolocation tracking with 41st US State Attorney General requiring Users Authenticate for protection** Going forward, Google will only offer consumers privacy choices when they authenticate into a Google User Account. *"'USER' means a person residing in the United States with a GOOGLE ACCOUNT…. GOOGLE must give USERS the ability to disable a LOCATION-RELATED ACCOUNT SETTING and delete the LOCATION INFORMATION stored by that setting in a single, continuous flow, i.e., without needing to navigate to a separate surface or page. [For logged out consumers,] GOOGLE must disclose as part of the opt-in flow for LOCATION HISTORY ways in which LOCATION INFORMATION previously stored in LOCATION HISTORY that has been de-identified or anonymized is used."* • https://oag.ca.gov/news/press-releases/attorney-general-bonta-announces-93-million-settlement-regarding-google%E2%80%99s • https://oag.ca.gov/system/files/attachments/press-docs/Google%20Proposed%20Order%20FINAL%20%283%29.pdf
Sep 14, 2023	**CMA's Q3 2023 update report on implementation of the Privacy Sandbox commitments** • https://assets.publishing.service.gov.uk/media/653a58e2e6c968000daa9b94/__Q3_2023_update_report____.pdf **Attorney General Bonta Announces $94 Million Settlement Regarding Google's Location-Privacy Practices** • https://oag.ca.gov/news/press-releases/attorney-general-bonta-announces-93-million-settlement-regarding-google%E2%80%99s
Oct 5, 2023	**BkartA v Google—German Competition Authority** Referred to the fact that in digital markets, exploitative abuse from unfair terms harm has been found to arise from Google's end user privacy policy. *""According to the preliminary assessment of the Decision Division Google's exploitative conduct in this case is based on the fact that Google makes the use of services conditional on users agreeing to the processing of user data, i.e. in any case personal data, across services without giving them sufficient choice as to whether, how and for what purpose such data are processed."* • https://www.bundeskartellamt.de/SharedDocs/Entscheidung/EN/Entscheidungen/Missbrauchsaufsicht/2023/B7-70-21.pdf?__blob=publicationFile&v=2
Oct 4-6, 2023	**MOW provides CMA with graphic on TPC deception and in a follow-up email outlines circumstances in which advertisers and publishers might prefer to "sign up to Google"**
Oct 9-10, 2023	**MOW/51Degrees informed the CMA that there have been no mentions of CMA at the DMEXO September event**
G Oct 11, 2023	**Google detailing preparation for the end of third party cookies** • https://privacysandbox.google.com/blog/cookie-countdown-2023oct
Nov 1, 2023	**MOW submission to CMA and Ofcom on Google's test phase of IP Protection** *"Google's IP Protection means ISPs will no longer have visibility of data via an IP address whilst leaving Google with the ability to monitor and process such data at all times. This will make the provision of child protection services more difficult for ISPs. For example, many ISPs offer website protection to parents to limit what their children can see online. Where ISPs do not know which IP addresses are being used, they cannot filter any Internet content for safety purposes (such as for the protection of minors online). With this in mind, we have copied this letter to Ofcom for action under its overlapping jurisdiction. "*
Nov 6, 2023	**CMA acknowledges the competitive distortion from impairing rivals' latency** *"We are concerned about the performance of on-device auctions, specifically whether Protected Audience auctions deliver acceptable latency under real world conditions."* • https://assets.publishing.service.gov.uk/media/653a58e2e6c968000daa9b94/__Q3_2023_update_report____.pdf
Nov 16, 2023	**MOW informs the CMA of privacy issues in light of Q3 Privacy Sandbox** *"Google has not focused on minimising the foreseeable impact and distortion of digital markets in the designs of its Privacy Sandbox, and has used over compliance as an excuse for harming competition. We ask the CMA to ensure the Google's designs are not discriminating against rival businesses so as to ensure compliance with paragraph 30 of its Commitment"*

Dec 11, 2023	**MOW's Submission to CMA on Google's Privacy Sandbox testing and Q3 Updated Report** *"The experiment that the CMA has encouraged Google to carry out in order to assess the impacts of Google's(so -called) Privacy Sandbox (GPS) will generate only information of very limited utility to the assessment of impacts of competition"*
G Dec 14, 2023	**Google restates its 3PC timeline to 2024-2H** *"We'll roll this out to 1% of Chrome users globally, a key milestone in our Privacy Sandbox initiative to phase out third-party cookies for everyone in the second half of 2024…."* • https://blog.google/products/chrome/privacy-sandbox-tracking-protection **MOW's submission to FCC "Safeguarding and Securing the Open Internet: A throttled Promise?"** Submission addresses Google and Apple's prioritization of IP Address Information, URLs and third party cookies.
Dec 18, 2023	**MOW's Submission to Office of the Attorney General on Privacy Sandbox** *"To promote competition and openness across the internet, global competition authorities must follow the example set by the California AG. It is strikingly clear that non-identity-linked deidentified data appropriately mitigates risks to individuals, and without adequate exemption, independent third parties will lose the lifeblood of their businesses."*
Dec 21, 2023	**MOW's submission to CMA on Related Website Sets** *We consider that the CMA must be consistent with its previous position and ensure that RWS are not used to arbitrarily curtail businesses ability to interact with their customers. This means removing the need to accept the CLA when submitting a RWS set, removing the intrusive and off putting user prompt, and enabling domains to be shared between sets to support B2B suppliers. Even with these changes the burden on developers is high compared to existing interoperable solutions. Without these changes RWS is useless as an equivalent technology.* **MOW's submission to CMA on Criteo model**
2024	
G Jan , 2024	**Google to implement Bounce Tracking Mitigation proposal** *"Our proposal will address bounce tracking in the following use cases: Third-party cookie simulation: Sites that use redirection to a third-party tracker to create a cookie bypass browser settings. To mitigate this issue, the browser could wipe the tracker's domain storage. Outgoing redirection: Sites that redirect all outgoing links through a tracker domain. To mitigate this issue, the browser could wipe the tracker's domain storage."* • https://privacysandbox.google.com/protections/bounce-tracking-mitigations?hl=en
G Jan 4, 2024	**Google begins removing 3PCs for 1% of Chrome consumers** • https://privacysandbox.google.com/blog/cookie-countdown-2024jan **MOW submits to the CMA that testing is premature, as designs themselves are anticompetitive**
Jan 9, 2024	**MOW informs the CMA of the issues with Google's bounce tracking mitigation proposal** *"Google has started to block link decoration by others. In an attempt to justify its decision to interfere with the activities of its rivals, it has also set out to paint them as bad practices through its misuse of language in its marketing and communications materials. For example, when it uses first party cookies, no mention of tracking is made. When it uses link decoration, no pejorative connotations are conjured up. However, it labels link decoration by rival business-solution providers as 'Bounce Tracking.'"*
Jan 19, 2024	**MOW's submission to the CMA on the impact of third-party cookies depreciation on vital internet alerts** *"The CMA's decision to allow Google's deprecation of 1% if TPCs is not a rational test that can assess the effectiveness of use of Google's alternative products on the FIA system. A reduction of the availability of Cookies simply limits the number of alerts that can be sent. This is just one of many socially beneficial use cases for which Google has not designed or implemented in proposal to shift rival publishers and their monetisation from rival ad solution providers from relying on open web standards for interoperability to Google's proprietary APIs in its Privacy Sandbox."* **MOW informs the CMA that YouTube can be used as a microcosm of the open web to explore the impact of GPS**
Jan 22, 2024	**MOW responds to CMA's comments on further information on Google IP Protection**
G Jan 29, 2024	**Google publishes Q4 Privacy Sandbox Progress Report** • https://assets.publishing.service.gov.uk/media/65ba1281ee7d4900139849fa/Google_Privacy_Sandbox_Progress_Report_to_the_CMA_2023_Q4_pdfa.pdf
G Jan 31, 2024	**CMA notes that Google's unilateral control over Sandbox raises competition concerns** *CMA: "In Q1 2024, we will focus on working with Google to resolve the competition concerns we have identified in this report…. We are particularly keen… to ensure that Google does not use the tools in a way that self-preferences its own advertising services. As part of this, we are also looking to clarify the longer-term governance arrangements for the Privacy Sandbox."* • https://assets.publishing.service.gov.uk/media/6631088cd0030b10e56a5084/CMA_Q4_2023.pdfhttps://www.gov.uk/cma-cases/mobile-ecosystems-market-study • https://assets.publishing.service.gov.uk/media/61e99b96d3bf7f0549bf7e11/MobileEcosystems_InterimReport.pdf
Feb 12, 2024	**MOW's submits to the DOJ that Google has interfered with the open web data and functionality** *"We refer to our meeting and presentation on 9 January 2024 and memorandum that explains how Google has interfered with open web data and functionality to both improve its own distribution channel and interfere with competing channels to market for digital publishing and advertising. As requested, we refer to Google's own and public source documents where possible."*
Feb 6, 2024	**IAB Tech Lab publishes draft Google Sandbox Fit Gap Analysis** *"This work has identified several crucial functions within Sandbox - including frequency capping, video advertising, audience creation, and impression counting - that either lack support or face limitations."* • https://www.iabuk.com/news-article/iab-tech-lab-releases-results-privacy-sandbox-gap-analysishttps://www.w3.org/community/web-adv

	"(T)he changes mandated by Privacy Sandbox will require substantial development and infrastructure investment costs for both buy and sell-side technology companies. Additionally, operational, business, financial, and legal processes for brands, agencies, and media companies will need extensive reworking…. U.K. government's Competition and Markets Authority warns that it will not allow cookie deprecation unless similar concerns are resolved." • https://martech.org/iab-slams-google-privacy-sandbox https://iabtechlab.com/wp-content/uploads/2024/06/Privacy-Sandbox-Fit-Use-Case-Analysis-Public-Comment-Change-Log.pdf
⚖ Feb 6, 2024	**CMA orders Google to halt cookie phase-out until antitrust concerns met** *"[CMA] ordered Google to pause its efforts to eliminate third-party cookies until multiple competition-related concerns are addressed. In its report, the CMA is demanding that Google 'not design, develop or use the Privacy Sandbox proposals in ways that reinforce the existing market position of its advertising products and services, including Google Ad Manager.'"* • https://assets.publishing.service.gov.uk/media/65ba2a504ec51d000dc9f1f5/A._CMA_Q1_2024_update_report_on_Google_Privacy_Sandbox_commitments_24.4.24.pdf https://iapp.org/news/b/uk-cma-orders-google-to-halt-cookie-phase-out-until-agencys-concerns-met
🌐 Feb 16, 2024	**MOW's follow up from February meeting with the CMA clarifying issues with Privacy Sandbox**
🌐 Feb 21, 2024	**MOW's submission to the DOJ on the impact of third party cookies deprecation on Vital Internet Alerts** *"Google's cookie ban will cause serious and irreparable harm. FIA relies on widely adopted systems and cookies – whatever Google does to replace cookies are not, and will not be, widely adopted. Loss of cookie functionality will simply lead to more children being lost forever. There is no product, system, or clever process that Google can invent to remedy this - it is an inevitable outcome to a practice for which there is no justification whatsoever and will cause irreparable harm to families around the world."*
🌐 Feb 27, 2024	**MOW's submission to the CMA on Google's Privacy Sandbox Commitments**
🌐 Mar 4, 2024	**Industry publishes open latency & effectiveness issues with Google's Sandbox** Industry reports Google's Sandbox doubles ad auction times, threatening revenue *"At present, when PAAPI wins an auction, the result is an average increase of 1500 milliseconds of additional latency. Publishers aim to reduce latency as slow delivery results in lost impressions, lost revenue, nonviewable ads and a poor consumer experience. Our testing results average a viewability rate of 39% according to GAM when PAAPI wins the auction. That's far below the industry minimum standard of 70%. Our educated hypothesis is that latency is a direct contributor to low viewability, which advertisers will not value. In its current state, Google is recommending a traditional server-side auction followed by a Privacy Sandbox auction, nearly doubling the average auction time."* • https://www.adexchanger.com/the-sell-sider/privacy-sandboxs-latency-issues-will-cost-publishers *"Following the conclusion of the testing period, Criteo assessed that if 3P cookies were deprecated today and Privacy Sandbox implemented as it stands, 'publishers will lose an average of 60% of their revenue from Chrome'. Criteo's testing also revealed some concerning issues with latency – the time it takes for an ad to load, which impacts on page loading speed. During testing, the ad platform 'observed a median increase of more than 100% latency in publisher ad rendering on Privacy Sandbox traffic' – which would have a knock-on effect on consumer experience, viewability and click-through rates, the latter two of which would harm revenue."* • https://econsultancy.com/google-privacy-sandbox-concerns-third-party-cookies https://www.gov.uk/cma-cases/mobile-ecosystems-market-study
⚖ Mar 21, 2024	**US v Apple--The Justice Department, joined by 16 other state and district attorneys general, filed a civil antitrust lawsuit against Apple for monopolization or attempted monopolization of smartphone markets in violation of Section 2 of the Sherman Act.** *Apple's Broad-Based, Exclusionary Conduct Makes It Harder for Americans to Switch Smartphones, Undermines Innovation for Apps, Products, and Services, and Imposes Extraordinary Costs on Developers, Businesses, and Consumers"* • https://www.justice.gov/archives/opa/pr/justice-department-sues-apple-monopolizing-smartphone-markets#:~:text=The%20complaint%2C%20filed%20in%20the%20U.S.%20District%20Court,on%2C%20and%20withholding%20critical%20access%20points%20from%2C%20developers. • https://www.justice.gov/archives/opa/media/1344546/dl?inline
🌐 Mar 26, 2024	**MOW informs the CMA of issues with Google's Marketers Playbook program** *"We outline below how the Marketers Playbook program provides evidence of how Google's Customer Match product breaches a series of legal obligations including:* • *the DMA obligation not to combine personal data from the provision of a relevant core platform service with personal data from other services in the absence of choices being offered to the consumer for that purpose (infringing Article 5 DMA);* • *Operating as a vehicle for the exchange of competitively sensitive information among competitors in breach of Article 101 CJEU; and* • *Reinforces Google's dominance in breach of Article 102 CJE"*
🌐 Mar 28, 2024	**MOW informs the CMA that Google is in breach of Privacy Sandbox commitments** Chromium Report and X Client Data: Google's discriminatory access to data from the creation of Backdoors and collection of data that only Google can use. *"The findings show that Google has engineered backdoors in favour of its own Ad Systems (including its Privacy Sandbox features) and processes. The lack of open and clear documentation relating to Chromium code changes means that there is additional technical information that only Google or a few others have visibility of. Rival ad tech players are thus unable to compete with Google on an equal footing."* • https://9to5google.com/2020/02/06/google-chrome-x-client-data-tracking/
⚖ Apr, 2024	**CMA's Q1 2024 updated report on implementation of the Privacy Sandbox commitment** • https://assets.publishing.service.gov.uk/media/65ba2a504ec51d000dc9f1f5/A._CMA_Q1_2024_update_report_on_Google_Privacy_Sandbox_commitments_24.4.24.pdf
G	**Google's 2nd UI Scope Change**

Apr 2024	Deemphasized Google's role in generating Topics, removed reference to consumer controls over ads & increased emphasis on identity protection. **Sep 2023:** *"Chrome notes topics of interest based on your recent browsing history…. You can choose which topics and sites are used to show you ads."* ***Apr 2024:*** *"Ad topics help sites show you relevant ads while protecting your browsing history and identity. Chrome can note topics of interest based on your recent browsing history."* • https://source.chromium.org/chromium/chromium/src/+/main:components/strings/components_strings_en-GB.xtb?q=%22Ad%20topics%20help%20sites%20show%20you%20relevant%20ads%20%22&ss=chromium • https://source.chromium.org/chromium/chromium/src/+/main:components/strings/components_strings_en-GB.xtb;bpv=1 • https://www.forbes.com/sites/kateoflahertyuk/2023/09/07/new-google-chrome-targeted-ad-tracking-heres-how-to-stop-it • https://support.google.com/chrome/answer/13355898#zippy=%2Cmanage-ad-topics
⚖ Apr 1, 2024	**Google settles Chrome "Incognito" lawsuit by disclosing it will still collect data** *"If you still hold any notion that Google Chrome's "Incognito mode" is a good way to protect your privacy online, now's a good time to stop…. The Incognito splash page will explicitly state that Google collects data from third-party websites "regardless of which browsing or browser mode you use," and stipulate that "third-party sites and apps that integrate our services may still share information with Google," among other changes. Details about Google's private-browsing data collection must also appear in the company's privacy policy…. Google also updated Chrome's Incognito mode "splash page" in January with weaker language to signify that using Incognito is not "private," but merely "more private" than not using it."* https://www.wired.com/story/google-chrome-incognito-mode-data-deletion-settlement
⚖ Apr 19, 2024	**ICO states Google's Sandbox does not improve privacy** *"In draft report, agency says Google's proposed replacements for cookies have gaps advertisers can exploit… and lacks 'sufficient clarity' about how their Personal Data is used by Google."* https://www.wsj.com/tech/google-cookies-replacement-not-enough-to-protect-uk-consumer-privacy-580d1b16
G Apr 23, 2024	**Google updates its 3PC timeline to no sooner than 2025** *Google "will not complete third-party cookie deprecation during the second half of Q4."* • https://privacysandbox.com/intl/en_us/news/update-on-the-plan-for-phase-out-of-third-party-cookies-on-chrome **Acxiom states Sandbox's disproportionate impact on small publishers & advertisers threatens diversity of content** *Acxiom states "Google Privacy Sandbox initiative is very likely to put increased pressure on small publishers… which may now only be found with larger publishers and walled gardens that can more readily afford to support those features directly. 'That kind of negative impact on advertising revenue could reduce the diversity of content overall if smaller publishers can't thrive…. Similarly, for smaller advertisers, the increase in complexity to reach their intended audience may well increase their overall advertising costs or result in less effective campaigns."* https://www.cmswire.com/digital-marketing/google-privacy-sandbox-and-what-brands-need-to-know
🌐 Apr26, 2024	**MOW's submission to the EU Commission on Google's non-compliance with DMA with respect to the Chromium Report and X-Client Data**
🌐 May 7, 2024	**MOW's submission to the EU on Google's non-compliance with the DMA** *"MOW sees an urgent need for the Commission to step in and deploy interim measures to prevent Google from making any changes that further distort competition in digital markets. The current Privacy Sandbox design, in differentiating between first and third party data, is inherently flawed and allows Google to abuse its dominance in search and analytics. Removing third party cookies removes the interoperable components that enable rival publishers (and ad tech intermediaries) from delivering ads to consumers, and consequently means advertisers move more spend via Google and on more Google properties. If advertisers all move to Google, then rival ad tech intermediaries will be foreclosed and smaller publishers' revenues will be harmed, which has an indirect harm to consumers by reducing their choices for independent media options."*
🌐 May 30, 2024	**MOW's submission to CMA on Google and Apple coordination and Remedies**
🌐 Jun 2024	**IAB Tech Lab publishes final Google Sandbox Fit Gap Analysis** *"The Privacy Sandbox may limit the industry's ability to deliver relevant, effective advertising, placing smaller media companies and brands at a significant competitive disadvantage. The stringent requirements could throttle their ability to compete, ultimately impacting the industry's growth."* • https://iabtechlab.com/wp-content/uploads/2024/06/Privacy-Sandbox-Fit-Gap-Analysis-FINAL.pdf
🌐 Jun 4, 2024	**MOW'S follow up from April meeting with DOJ on Apple and Google's coordinated efforts** **"In reflecting on our discussion in April, we outline below the co-dependency that is revealed by the revenue sharing agreement between Google and Apple. It is relevant to both USA v Apple and USA v Google (Search and Ad Tech cases) and operates to reinforce both businesses' dominant market positions. We also see the theme of degrading interoperability over messaging, smart devices and wallets being consistent with Apple's further degradation of interoperability for advertising and provide evidence of how decentralised digital wallets and the Open Web have been impeded."**
🌐 Jun 29, 2024	**MOW submits a memorandum to the CMA in relation to Google's Terms of Service in relation to the Privacy Sandbox** **"Google takes no responsibility for operational factors such as availability or those that affect the functioning of its APIs and does not offer any guarantees on availability, or any other parameter of quality of service. Critical matters are not addressed, nor is it clear that Google's own products will use the APIs. Google will be able to operate its business system unimpeded by the terms on which the APIs are offered while others will be limited and constrained by the terms. This is likely to adversely affect the competitive position of third parties."**
🌐 Jul 3,	**MOW submits further evidence to the CMA concerning Google Play Billings**

2024	"We are writing further to new evidence and recent US cases that are likely to lead the CMA's position in this case to be revised. In particular, Google's actions relating to Google Search, Chrome and its advertising technology mean that third parties suffer a fundamental lack of freedom to run their own business model independently of Google, and are being tied into a restrictive system"
Jul 11, 2024	**MOW submits response to consultation on the CMA Digital markets competition regime guidance**
Jul 16, 2024	**MOW submits response to consultation of the Belgian Competition Authority (BCA)** "With this, we would like the BCA to consider the following: 1. The Open Web is decentralised and interoperable by design. The Open Web is also based on the exchange and use of data, which powers advertising and keeps the internet free and accessible for everyone to use. 2. Google and Apple currently have a stranglehold over end-user data due to their control of the browser, which is fuelling, strengthening and expanding their monopoly over advertising services, and with this, the entire Internet. 3. We briefly outline Google's Privacy Sandbox initiative and Apple's ITT and APT changes, both of which have substantially undermined interoperability on the browser and have harmed innovation and competition for tech challengers. This is due to the revenue-sharing agreement that operates between Google and Apple. 4. Tech challengers should therefore be aware of these obstacles to innovation and competition, and the opportunities the DMA provides in remedying this. Specifically, we draw the BCA's attention to a potential remedy – quarantining the browser – to open the competitive process for tech challengers. We also provide draft wording for the BCA to include in its Tech Challengers Guide." **MOW submits further evidence to the CMA concerning investigation into Apple re. Apple's AppStore** "We are writing further to new evidence and recent US case that are likely to lead the CMA to revise its position in its case. In particular, Apple's actions relating to its browser and browser engine (Safari and WebKit) and advertising (revenue sharing agreement with Google and restriction of third party access to advertising data) mean that third parties suffer a fundamental lack of freedom to run their own business model independently of Apple, and are being tied into its restrictive system."
G Jul 22, 2024	**Google Rescinds Promises to apply CMA ruling to (1) make 1st UI Scope Change and (2) Android** Google announces its "A new path for Privacy Sandbox on the web". Like Apple's ATT, Google attempts to enroll consumers to block rivals access to interoperability, i.e. third-party cookies remain unless user opts out *"Instead of deprecating third-party cookies, we would introduce a new experience in Chrome that lets people make an informed choice that applies across their web browsing"* • https://privacysandbox.com/intl/en_us/news/privacy-sandbox-update *"Please note that Privacy Sandbox on Android is not within the scope of Google's Commitments to the CMA."* • https://assets.publishing.service.gov.uk/media/6731fad40d90eee304badaf6/Google_s_Q2_to_Q3_2024_report.pdf
Jul 24, 2024	**MOW meets with the Department for Science, Innovation and Technology (DSIT)** **"We outlined our views on how digital growth can be enabled in a way that aligns with the new Governments' growth goals the economy."** **"We outlined our views on how digital growth can be enabled in a way that aligns with the new Governments' growth goals the economy"**
Aug 5, 2024	**US finds Google Search is an illegal monopoly, DOJ seeks divestiture of Chrome & interoperability as remedies** *"[R]emedies such as data sharing and syndication (more generally referred to as 'pooling' and 'interoperability') 'can greatly increase the number of competing participants' in a relevant market by acting as a 'substitute for scale economies.'"* • https://storage.courtlistener.com/recap/gov.uscourts.dcd.223205/gov.uscourts.dcd.223205.1033.0_4.pdf • https://www.justice.gov/atr/case/us-and-plaintiff-states-v-google-llc **MOW met with DOJ to offer feedback on transparency & interoperability remedies**
Aug 28, 2024	**MOW submission to the DoJ in relation Google Search Remedies – Effective Remedies and Addressing Technological Change** **"Any remedy first needs to stop the infringement, prevent its reoccurrence and restore competition. So, the core problem now is to restore competition to the Google search monopoly. This means finding a competing consumer facing solution that uses an ad-funded search solution so that "free at the point of use" search can provide competitive pressure on Google"**
Sep 13, 2024	**MOW submission to the Payments Systems Regulator and the Financial Conduct Authority** **"We note that digital wallets could play an important role in the decentralisation of the payment landscape, but large platforms, are using their dominance to interfere with their development. This in our view raises a significant issue for competition in this emerging market."**
Sep 24, 2024	**CNIL and *Autorité de la Concurrence publish draft recommendations on mobile applications.*** *"The Autorité and the CNIL work for the benefit of consumers of digital products and services, who also have rights to the protection of their data. On the one hand, personal data protection policy aims to protect users against any harmful collection and use of their data. On the other hand, competition policy aims to guarantee the conditions for free, undistorted competition between companies in the marketplace, in the interests of consumers, by promoting innovation, diversity of supply and attractive prices. Despite distinct public policy objectives, there is a certain convergence of objectives, in the broadest sense, between the two regulatory frameworks, in that both are ultimately implemented for the benefit of user."* • https://www.cnil.fr/en/mobile-applications-cnil-publishes-its-recommendations-better-privacy-protection *"[T]o prevent [privacy measures] from harming the good economic efficiency of markets, it is essential that they be defined and implemented in order to avoid generating anti-competitive effects that would not be counterbalanced by a sufficient gain for them consumers. This is particularly important when such measures are implemented by dominant operators, which must ensure that their behavior does not harm effective and*

	undistorted competition and, therefore, must ensure that their rules of access or operation are proportionate and applied in an objective, transparent and non-discriminatory manner." (auto-translated from French) • https://www.autoritedelaconcurrence.fr/sites/default/files/integral_texts/2024-09/23a20.pdf
⚖ Sep 24, 2024	**ICO and CMA find Google's UI introduces "consent sludge" while the "misleading" notices fail to "improve privacy"** *"Informed by the ICO-CMA joint paper on Harmful Design in Digital Markets, we expressed concerns that aspects of the Topics settings page and user consent interface could make it harder for individuals to make informed choices in line with their preferences on the collection and use of their data…. , we have previously highlighted that stating to users that the Topics API is 'protecting your browsing history and identity' can be misleading…. [W]e are concerned that the journey to these controls may not be intuitive for the user. This view is informed by the ICO-CMA joint paper on Harmful Design in Digital Markets and relates in particular to 'sludge' techniques where 'excessive or unjustified friction […] makes it difficult for the user to get what they want or to do as they wish….. We expressed concerns to Google that the current UX design may lead to unlawful processing – ie. without valid consent."* • https://assets.publishing.service.gov.uk/media/6731ffb00d90eee304badaff/CMA_s_Q2_to_Q3_2024_report.pdf
⚖ Nov 12, 2024	**CMA publishes report on implementation of the Privacy Sandbox commitments** **"This report sets out the CMA's current assessment of the issues we have identified in our previous update reports, including the April 2024 report, concerning Google's proposed Privacy Sandbox tools (see Appendix 1). Our analysis is based on the framework for assessment set out in the Commitments that the CMA accepted from Google in February 2022."**
🌐 **Nov 12, 2024**	**MOW submits recommendation to the DoJ for injunction in its Google case** **"Submission of a recommendation for the DOJ to seek a preventative injunction in its Google (Search) case to prevent irreversible harm threatened by Google's implementation of browser changes"**
⚖ Nov 22, 2024	**CMA publishes Mobile Browsers and Cloud Gaming, Provisional decision report** Apple's restrictions on rivals "*may also have negative impacts on privacy by preventing browser vendors from adding new privacy features, or taking different approaches to privacy or implementing features that might better meet the demands of some users*." See CMA, Mobile Browsers and Cloud Gaming, Provisional decision report (22 November 2024), paragraph 8.26ff (unnecessary friction imposed on user journeys), 8.12ff (repetitive and annoying popups for rivals' solutions and prompts reset to default settings). Apple and Google both employ dark patterns, such as "consent sludge" to steer user choices by increasing friction to choose other services than those of their OS and browser manufacturer https://assets.publishing.service.gov.uk/media/67406fe502bf39539bdee865/Provisional_decision_report.pdf
G Dec 18, 2024	**Google commits to using IP Addresses for more effective B2B advertising purposes** Google acknowledges B2B use cases require interoperable match keys, that need not reidentify individuals *"Internet Protocol (IP) addresses are already commonly used in the broader ads ecosystem to help marketers reach people across their customer journey and measure how their ads are working, especially on CTV. At Google, we have already been using these signals responsibly to fight against spam and fraud for years….. We can… help businesses reach their customers across these new platforms without the need to re-identify them."* • https://support.google.com/marketingplatform/answer/15732590
🌐 **Dec 20, 2024**	**MOW submits comments concerning Comment on CMA and Google's Quarterly Report (Q2 to Q3)** **"We are submitting our comments ahead of the festive period with the intention and understanding that our comments will be considered by the CMA and the ICO in the CMA's next quarterly report published at the start of 2025."**
2025	
🌐 Jan 9 2025	**MOW submits letter to the CMA pleading to the CMA to intervene in Google and Apple** ***"This requires the CMA to intervene now to prevent Google and Apple continuing with their illegal agreement which interferes with other UK businesses that want to operate online."***
⚖ Jan 14, 2025	**CMA publishes announcement of its investigation into Google and the provision of general search and search advertising services** ***"The CMA has launched an 'initial SMS investigation' under Part 1 of the Digital Markets, Competition and Consumers (DMCC) Act 2024. The CMA is investigating whether to designate Google as having Strategic Market Status (SMS) in respect of general search and search advertising."***
⚖ Jan 23, 2025	**CMA publishes announcement of its investigation into Google and the provision of mobile ecosystem services including its mobile operating system, native app distribution platform and mobile browser and browser engine.** ***"The CMA has launched an 'initial SMS investigation' under Part 1 of the Digital Markets, Competition and Consumers (DMCC) Act 2024. The CMA is investigating whether to designate Google as having strategic market status (SMS) in the provision of its mobile ecosystem, including its:*** • ***mobile operating system - which for Google is Android*** • ***native app distribution – which for Android devices is through the Google Play Store, third party app stores, sideloading and pre-installation of certain apps*** • ***mobile browser and browser engine – which for Google is Chrome and Blink respectively*** ***(The precise descriptions of the digital activities we are investigating are set out in the Investigation Notice)."***

Feb 24, 2025	**MOW submits response to ICO public consultation on draft updated guidance on the use of storage and access technologies** **"MOW welcomes the opportunity to offer its perspective on the ICO's draft guidance on the use of storage and access technologies (the "Guidance") and how organisations can comply with the Privacy and Electronic Communications Regulations (PECR) in a manner that aligns with both the intent of the law and the aim of supporting greater choice and innovation among online services."** • **https://ico.org.uk/media/about-the-ico/impact-assessments/4032165/storage-and-access-tech-guidance-final-draft-ia-for-consultation-20241219.pdf** • **https://www.legislation.gov.uk/uksi/2003/2426/contents/made**
Feb 25, 2025	**MOW submits answer for the HMG consultation on copyright and AI - Creation of a UK digital rights management system** **"At the outset, we highlight that if the UK is to grow and prosper and attract new technology start-ups and tech businesses, it needs to adopt a different approach to law enforcement in digital markets than that, which applies in other countries."** • **https://www.gov.uk/government/consultations/copyright-and-artificial-intelligence/copyright-and-artificial-intelligence**
Mar 12, 2025	**CMA publishes final report into Mobile Browsers and Cloud Gaming** CMA identifies that Apple and Google are unfairly steering consumer choices and restricting innovation joint revenue-sharing agreements and anticompetitive policies. *"We have identified a number of features in the markets for mobile browsers, browser engines and in-app browsing technology which restrict competition. Most of these features relate to the policies implemented by Apple in the relevant markets. In particular, we have found that various policies implemented by Apple are holding back innovation in the development of browsers on iOS…. [W]e find both Apple's and Google's product design choices about when, whether and how users make certain decisions about mobile browsers, also known as 'choice architecture', are making it significantly harder for users to drive competition by making active choices about their use of mobile browsers."* • https://assets.publishing.service.gov.uk/media/67d0133cd107f3a16e0287a5/Summary_of_final_decision.pdf *"We have concluded that the revenue-sharing arrangements described in this section constitute a feature which, individually or in combination with other features, prevents, restricts or distorts competition in connection with the supply of mobile browsers on iOS."* • https://assets.publishing.service.gov.uk/media/67d1abd1a005e6f9841a1d94/Final_decision_report1.pdf • https://www.gov.uk/government/news/final-report-into-mobile-browsers-and-cloud-gaming-published
Mar 24, 2025	**European Commission investigates Apple & Google App Stores unfair restrictions on rival mobile apps** *"The Commission has opened proceedings to assess whether the measures implemented by Alphabet and Apple in relation to their obligations pertaining to app stores are in breach of the DMA. Article 5(4) of the DMA requires gatekeepers to allow app developers to "steer" consumers to offers outside the gatekeepers' app stores, free of charge."* • https://ec.europa.eu/commission/presscorner/detail/en/ip_24_1689
Mar 31, 2025	**Apple fined for its discriminatory use of ATT to restrict only rivals' ability to interoperate across mobile apps** [Autorité de la Concurrence] fines Apple *"for abusing its dominant position in the sector for the distribution of mobile applications on iOS and iPadOS devices between April 2021 and July 2023…. [T]he Autorité found… how ATT is implemented is neither necessary for nor proportionate with Apple's stated objective of protecting personal data."* *the CNIL stated that: "making publishers systematically collect user consent twice for the same purpose constitutes an unnecessary and artificial complexity, insofar as it seems that the ATT framework could easily, subject to a few modifications, also be used to collect the consents required by French law and the GDPR". The CNIL also indicated that: "a marginal improvement in how the ATT framework is configured, which does not affect the readability of the pop-up, [...] would retain the user protection offered by the ATT framework…, without having the disadvantage of creating a complex and excessive system for the user".* • https://www.autoritedelaconcurrence.fr/en/press-release/targeted-advertising-autorite-de-la-concurrence-imposes-fine-eu150000000-apple • https://www.autoritedelaconcurrence.fr/sites/default/files/25d02_version_publique.pdf
Mar 31, 2025	**MOW makes submission to the CMA in relation to Google's Trusted Execution Environment** ***"Google suggests that processing online data via its Trusted Execution Environment ("TEE") improves privacy for consumers. However, these claims lack sufficient evidence to justify the significant harm that Google's proposed browser changes will impose on competitors. Specifically, these changes would undermine rivals' ability to compete with Google's Ad Systems and effectively monetize rival media owners' ad inventory. Given Google's extensive history as a recidivist and serial abuser of its dominance, the CMA should carefully scrutinize these claims before approving the designs of Google's proposal."***
Apr 17, 2025	**US finds Google Sell-side tools in Ad Tech are an illegal monopoly, DOJ seeks divestiture of DFP & AdX as remedies** *DOJ remedies seek to "eliminate Google's monopolies, prevent Google from reaping the benefits of its infractions, reestablish competition in the ad exchange and publisher ad server sectors, and prevent future occurrences…. Google should be required to open up its other ad products to work with third-party tools "on non-discriminatory terms with respect to bidding, matching, placement of ads, or provision of information, except at the express instruction of an advertiser."* • https://storage.courtlistener.com/recap/gov.uscourts.vaed.533508/gov.uscourts.vaed.533508.1410.0_7.pdf **MOW met with DOJ to offer feedback on transparency & interoperability remedies**
Apr 22, 2025	**Apple fined for restrictions on communicating alternative payment methods to avoid its App Store high fees** Apple has until Jun 21, 2025 (60d) to comply with the decision or risk further penalties *"Under the DMA, app developers distributing their apps via Apple's App Store should be able to inform customers, free of charge, of alternative offers outside the App Store, steer them to those offers and allow them to make purchases. The Commission found that Apple fails to comply with this obligation…. Apple [is ordered] to remove the technical and commercial restrictions on steering and to refrain from perpetuating the non-compliant conduct in the future, which includes adopting conduct with an equivalent object or effect."* • https://ec.europa.eu/commission/presscorner/detail/en/ip_25_1085

G Apr 22, 2025	**Google's officially abandons plan to cease supporting 3PCs** Google still may try to coerce consumers to use "incognito" mode restricting data sent to rivals, but not to Google *"we've made the decision to maintain our current approach to offering users third-party cookie choice in Chrome, and will not be rolling out a new standalone prompt for third-party cookies. Users can continue to choose the best option for themselves in Chrome's Privacy and Security Settings."* • https://privacysandbox.com/news/privacy-sandbox-next-steps
🌐 April 29, 2025	**W3C's Announcement titled "Third Party Cookies Must Be Removed"** • https://w3ctag.github.io/web-without-3p-cookies/
⚖ May 9, 2025	**Google settles geolocation & incognito tracking with 42nd US State AG requiring Users Authenticate for protection** Google mislead consumers by continuing to track their personal geolocation or online browsing activity even when users thought they had disabled "Location History" or entered "incognito" mode. *"For years, Google assured Android users on a public webpage that '[y]ou can turn off Location History at any time. With Location History off, the places you go are no longer stored.' Google similarly explained that Apple users could log into their online Google account and select 'Stop storing location' in order to turn off Location History, and that turning Location History off would 'stop[] saving new location information.' Google thus represented Location History as the setting that, when turned off, empowered users to prevent Google from storing or saving their personal location information. That representation was false."* • https://www.texasattorneygeneral.gov/news/releases/attorney-general-ken-paxton-secures-historic-1375-billion-settlement-google-related-texans-data • https://www.texasattorneygeneral.gov/sites/default/files/images/executive-management/Google%20Geolocation%20Original%20Petition-fm.pdf *"Critically, Google omits from Incognito disclosure that it still collects a user's personal information even when the user has taken Google at its word and affirmatively elected to enable Incognito mode…. In reality, Google deceptively collects an array of personal data even when a user has engaged Incognito mode."* • https://www.texasattorneygeneral.gov/sites/default/files/images/executive-management/Incognito%20Petition%20-%20File-Stamped.pdf
🌐 May 23, 2025	**MOW makes a submission to the DOJ in relation to the Identification of Anticompetitive Regulatory Structures Related to Web Standards** ***"This submission responds to the call for public comment by the Anticompetitive Regulations Task Force (the "Task Force") to identify laws and regulations that impose undue burdens on small businesses, inhibit free market competition, or reinforce incumbent power."***
🌐 May 29, 2025	**MOW makes a submission to the CMA in response to Google's 2025 Q1 Report**
🌐 June 24, 2025	**CMA issued its Proposed Decision Strategic market status investigation into Google's general search services** • https://ehq-production-europe.s3.eu-west-1.amazonaws.com/2459d0fa976fa6eeef75fe14a502834b0a896a91/original/1750699510/0cd494ef7bebc6fdb9f2474e2d2af0d4_Proposed%20decision.pdf?X-Amz-Algorithm=AWS4-HMAC-SHA256&X-Amz-Credential=AKIA4KKNQAKIJHZMYNPA%2F20250626%2Feu-west-1%2Fs3%2Faws4_request&X-Amz-Date=20250626T121736Z&X-Amz-Expires=300&X-Amz-SignedHeaders=host&X-Amz-Signature=87944caa9d19a99e7b4a867e30bd9a85eed311d01b79a6cfc93edfd111cbbec6
🌐 June 25, 2025	**MOW makes a submission to W3C in response to the their announcement titled "Third Party Cookies Must Be Removed"**