

Driving growth in a changing privacy environment




Key actions to drive privacy and performance

Now more than ever, people are increasingly worried about sharing their personal information and they want to feel safe online knowing that their personal data is secure and private, being confident that their data is not abused, and having the ability to control their data. In response, policy makers are creating new regulations and technology platforms are fundamentally changing the ways user data is collected, shared and measured, providing users with greater transparency and control over their privacy.

To meet and exceed rising privacy expectations, we at Google are approaching our products, programs, and partnerships with a long-term privacy lens designed to adapt to a changing, complex environment. This way, we deliver the performance effectiveness that marketers expect of digital advertising while helping to protect consumer privacy. **We call this privacy-safe growth.**

We recognize it's going to take time for the entire industry to shift towards new privacy-preserving technologies. But we're committed to working closely with you and the industry to put the **building blocks** in place for privacy-safe growth. **Together, we can take action now.**

Taking steps to be privacy ready can seem daunting, but **the following solutions from Google can help you get started:**

 BUILD	 MEASURE	 ACTIVATE
Google Cloud Platform	Global Site Tag	Customer Match on O&O
Google Analytics 4 & GA4F SDK	Google Tag Manager	Google Analytics 4
On-Device Measurement for iOS	Google Analytics 4 & GA4F SDK	Targeting Expansion (DV3)
Uploading Offline Conversions in Search Ads 360	Enhanced Conversions	Optimized Targeting (GDA)
Data Import in Analytics	Conversion Modeling	Google Audiences
	<i>Other:</i>	Responsive Display Ads
	Data Driven Attribution	Smart Bidding
		Similar Audiences