

# Building Ad Technology Products in a More Private World

Worksheet to go along with presentation to DCN by Aram Zucker-Scharff, Ad Engineering Director, *The Washington Post*.

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## Links from slides

State Privacy Laws Comparison by the IAPP (Slide 3)

<https://iapp.org/resources/article/state-comparison-table/>

Digiday articles on the end of cookies (Slide 4)

<https://digiday.com/media/google-plans-kill-off-third-party-cookies-chrome-within-2-years/> ,

<https://digiday.com/media/what-is-chrome-samesite/>

Browser statements on privacy (Slide 4)

<https://webkit.org/blog/9661/preventing-tracking-prevention-tracking/>

<https://blog.mozilla.org/futurereleases/2018/08/30/changing-our-approach-to-anti-tracking/>

<https://blog.mozilla.org/blog/2019/09/03/todays-firefox-blocks-third-party-tracking-cookies-and-cryptomining-by-default/>

[https://wiki.mozilla.org/Security/Anti\\_tracking\\_policy](https://wiki.mozilla.org/Security/Anti_tracking_policy)

<https://www.chromium.org/Home/chromium-privacy/privacy-sandbox>

Privacy Preservation and “K-Anonymity”

<https://en.wikipedia.org/wiki/K-anonymity>

<https://dataprivacylab.org/projects/kanonymity/index.html>

How The Washington Post is Preparing for the End of the Third Party Cookie (Slide 18)

<https://digiday.com/media/how-the-washington-post-is-preparing-for-the-end-of-the-third-party-cookie/>

Lousy ads are ruining the online experience (Slide 22)

<https://www.theverge.com/2017/1/18/14304276/walt-mossberg-online-ads-bad-business>

WICG (Slide 28)

<https://github.com/wicg>

Support for Advertising Use Cases (Slide 32)

[https://github.com/w3c/web-advertising/blob/master/support\\_for\\_advertising\\_use\\_cases.md](https://github.com/w3c/web-advertising/blob/master/support_for_advertising_use_cases.md)

Trusted Techniques for the Future of Log In (Slide 34)

<https://github.com/samuelgoto/WebID>

<https://github.com/WebKit/explainers/tree/master/IsLoggedIn>

<https://github.com/WICG/trust-token-api>

User Trust Creating Access for Ad Systems (Slide 35)

<https://github.com/krigovind/first-party-sets>

<https://github.com/bslassey/privacy-budget>

<https://github.com/bslassey/ip-blindness/>

Browser Mediated and Targeted Advertising (Slide 36)

<https://github.com/jkarlin/floc>

<https://github.com/michaelkleber/turtledove>

<https://github.com/BasileLeparmentier/SPARROW>

Cross-Site Attribution (Slide 37)

<https://github.com/WICG/ad-click-attribution>

<https://github.com/WICG/conversion-measurement-api>

<https://github.com/w3c/web-advertising/blob/master/private-lift-measurement-conceptual-overview.md>

[https://github.com/w3c/web-advertising/blob/master/privacy\\_preserving\\_multi\\_touch\\_attribution\\_and\\_cross\\_publisher\\_lift\\_measurement.md](https://github.com/w3c/web-advertising/blob/master/privacy_preserving_multi_touch_attribution_and_cross_publisher_lift_measurement.md)

Schema.org and JSON-LD (Slide 43)

<http://schema.org>

<https://search.google.com/structured-data/testing-tool>

Distribution (Slide 45)

Webpackage - <https://github.com/WICG/webpackage>

IPFS - <https://ipfs.io>

DAT - <https://dat.foundation>