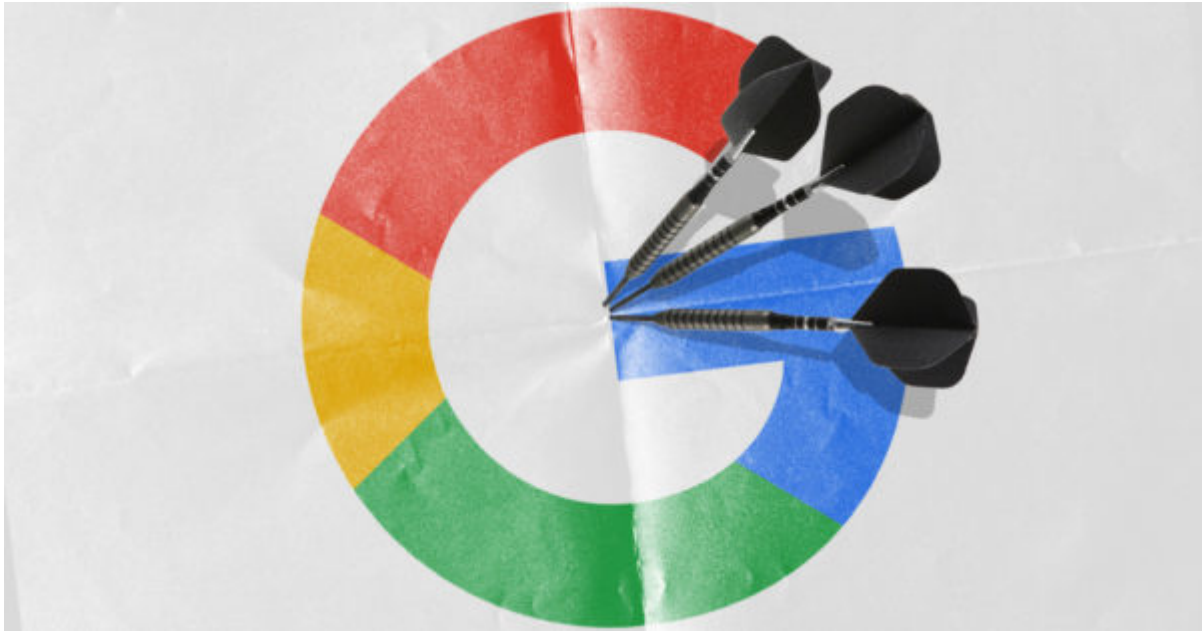


Google's Cookie Alternative FLoC Is Now Open to Third-Party Testing



Google Chrome's proposed alternative to third-party cookies for ad targeting, known as FLoC, is now open to external testing in certain parts of the world.

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<https://www.adweek.com/programmatic/googles-cookie-alternative-floc-is-now-open-to-third-party-testing/>