With Less Data-Driven Baggage, Can Apple Help Lead the Way on Advertising Privacy?

One year ago, several major ad-tech trade groups accused Apple of threatening to “sabotage” the economic underpinnings of the internet after the tech giant cracked down on how companies track users through its Safari browser’s cookie-tracking policies. The June 2017 change placed a 24-hour limit on ad retargeting as a way to improve both customer… https://www.adweek.com/programmatic/with-less-data-driven-baggage-can-apple-help-lead-the-way-on-advertising-privacy/