



The Changing Landscape of Google's Data Privacy

In Google's keynote we learned there will be increased "visuals" in search and ad experiences (Multi-Search, Visual Search and 3-D Shopping Ads are all buzzwords to keep an ear out for), greater investment in video, and changes to Performance Max. A big focus during this event was on Data Privacy and everything Google is doing to ensure they are keeping up with the changing privacy landscape.

My Ad Center

What it is: In 2023, we can expect the roll out of the "My Ad Center" tool. This allows users to control how their data informs the ads they see. They can choose categories and brands they like or what they'd like to opt out of, as well as the option to auto-delete user activity after 18 months.

Impact: As with the iOS14 update, our main concern is that our ability to target donors accurately and efficiently will decrease even further. We know that 96% of users have opted out of app tracking in the more recent Apple update, so this Google update could lead to a similar number of users restricting access to data.

Privacy Safe Measurement

What it is: Updates are coming to several aspects of Google's tracking. The tagging infrastructure is changing, Enhanced Conversions has been rolled out, Conversion Modeling and the Privacy Sandbox are all in development. Below is a quick explanation of each:

- **Tagging Infrastructure:** a new Google tag is being released that will replace the current site tag. This will be used for Google Ads and Analytics. It will allow advertisers to manage tag settings without having to edit code and will reduce reporting discrepancies between Google Ads and Google Analytics.
- **Enhanced Conversions:** This is a feature that will essentially allow you to use consented, user provided and hashed data to improve measurement. This is a supplement to your existing conversion tag that allows you to collect first party data without worrying about impacts on the consumer's data privacy.
- **Conversion Modeling:** This will help marketers preserve online measurement capabilities, using a privacy-first approach. Conversion modeling has been designed to help advertisers bridge the gap in data lost with the disappearance of cookies.



Further's take: We're all aware that data privacy is important. As both advertisers and consumers, we can appreciate the desire for privacy in our daily lives and how it impacts both personal and professional worlds. From a non-profit standpoint, we see supporting privacy initiatives as an opportunity to gain trust from our donors. If they can trust not only the way we handle their data but also trust the platforms we use to obtain it, it's more likely we can convert the digital hold-outs into giving online. Online fundraising is more cost efficient than some of the other more traditional fundraising tools and allows for increased communication with donors – so the increased privacy will allow a more trusting and mutually beneficial relationship. The trade-off from a user perspective is that it's more likely you'll see less relevant ads for products, services, and causes that align with your lifestyle and interests.