Privacy Sandbox

Related Website Sets

Facilitate seamless experiences across related sites while safeguarding privacy

What's the privacy challenge?

Current online tracking practices allow companies to collect personal data across sites, often without the person's knowledge, to build detailed user profiles.

Do things differently with Related Website Sets

Preserve site experiences by enabling limited data sharing within small groups of affiliated sites that meet specific criteria

User experience: Within a limited network of affiliated sites, first-party data sharing can be carefully managed to preserve essential site functionality and user experiences.

Privacy-preserving data exchange: Related Website Sets allow data sharing only within a well-defined set of affiliated websites, determined by explicit declarations and a user's interaction with the websites.

How it works

Step 1: Someone browses the web

A person visits a site owned by Organization A. They take some type of action, like clicking on a widget or embed, which acts as a nod to the browser to check whether the site is part of a Related Website Set.

Step 2: Related Website Set is identified

The browser checks if the site belongs to a Related Website Set using locally stored data. Sets can include up to six affiliated sites: one primary site and five related sites, such as news-organizationA.com and shopping-organizationA.com. Sites in a set can have unlimited geographical top-level domains (like .com and .co.uk) and unlimited service domains (like cdn-organizationA.com) that support site functionality. *Note: A site cannot be in multiple sets. This ensures that data cannot be joined across multiple sets and limits tracking potential.*

Step 3: Data sharing boundaries are established

For sites within a Related Website Set, a declaration is made specifying the legitimate relationships between them, including recognizable connections or service domain functionality. The browser then evaluates this declaration to establish and enforce data sharing boundaries within the set.

Step 4: Site capabilities are enabled

With data sharing boundaries established, sites within the set can leverage shared information to enhance user experience. This includes streamlining logins across related platforms, providing personalized experiences through shared settings and preferences, and coordinating actions like content loading.

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