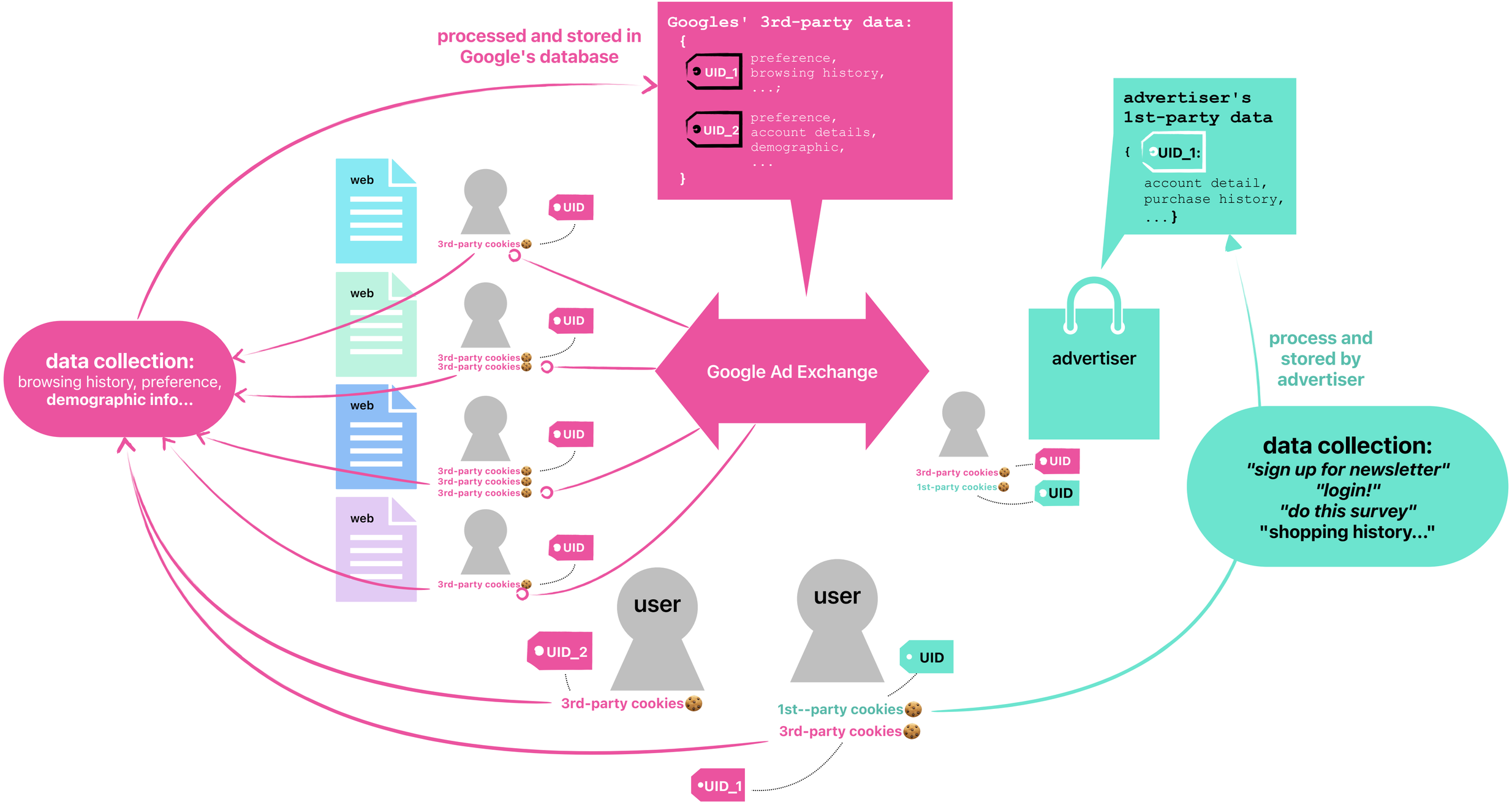
processed and stored in Google's database
Googles' 3rd-party data:
{
UID_1
preference,
browsing history,
...;
UID_2
preference,
account details,
demographic,
...
}
advertiser's 1st-party data
{ UID_1:
account detail,
purchase history,
...}
web
web
web
web
UID
3rd-party cookies
Google Ad Exchange
advertiser
process and stored by advertiser
data collection:
browsing history, preference,
demographic info...
data collection:
"sign up for newsletter"
"login!"
"do this survey"
"shopping history..."
1st-party cookies
user
user
UID_2
UID_1
1st--party cookies