

The Ad Platform: What Apple's latest privacy updates mean for marketers

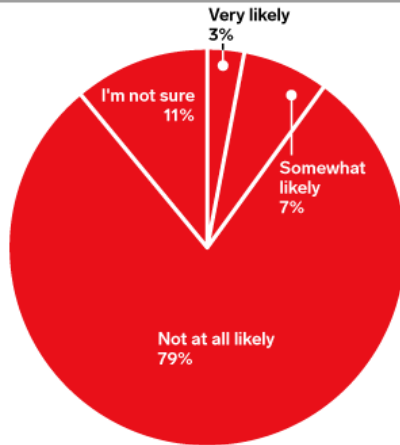
Audio

At this year's Worldwide Developer Conference (WWDC), Apple announced several new privacy-protecting updates, including Hide My Email. Alex Cone, vice president, privacy and

data protection at trade organization IAB Tech Lab, joins eMarketer principal analyst at Insider Intelligence Nicole Perrin to discuss what Hide My Email will do, some of Apple's other recent changes, and whether the big tech platforms are more concerned about data protection than about privacy per se.

Likelihood that US Apple Device Owners Will Allow App Tracking with Apple's New Tracking Standards, April 2021

% of respondents



Note: ages 18+; survey conducted April 24-26; Apple's "App Tracking Transparency" standards launched April 26, 2021

Source: CivicScience as cited in company blog, April 28, 2021

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