The Depths That Marketers Will Plummet To



Crypto and Privacy Village12

Background

4dw@r3

BurbSec Organizer

Former employee of the largest digital marketing firm in North America

Oversaw security especially for integrations and M&As

Are all digital adverts Adware?

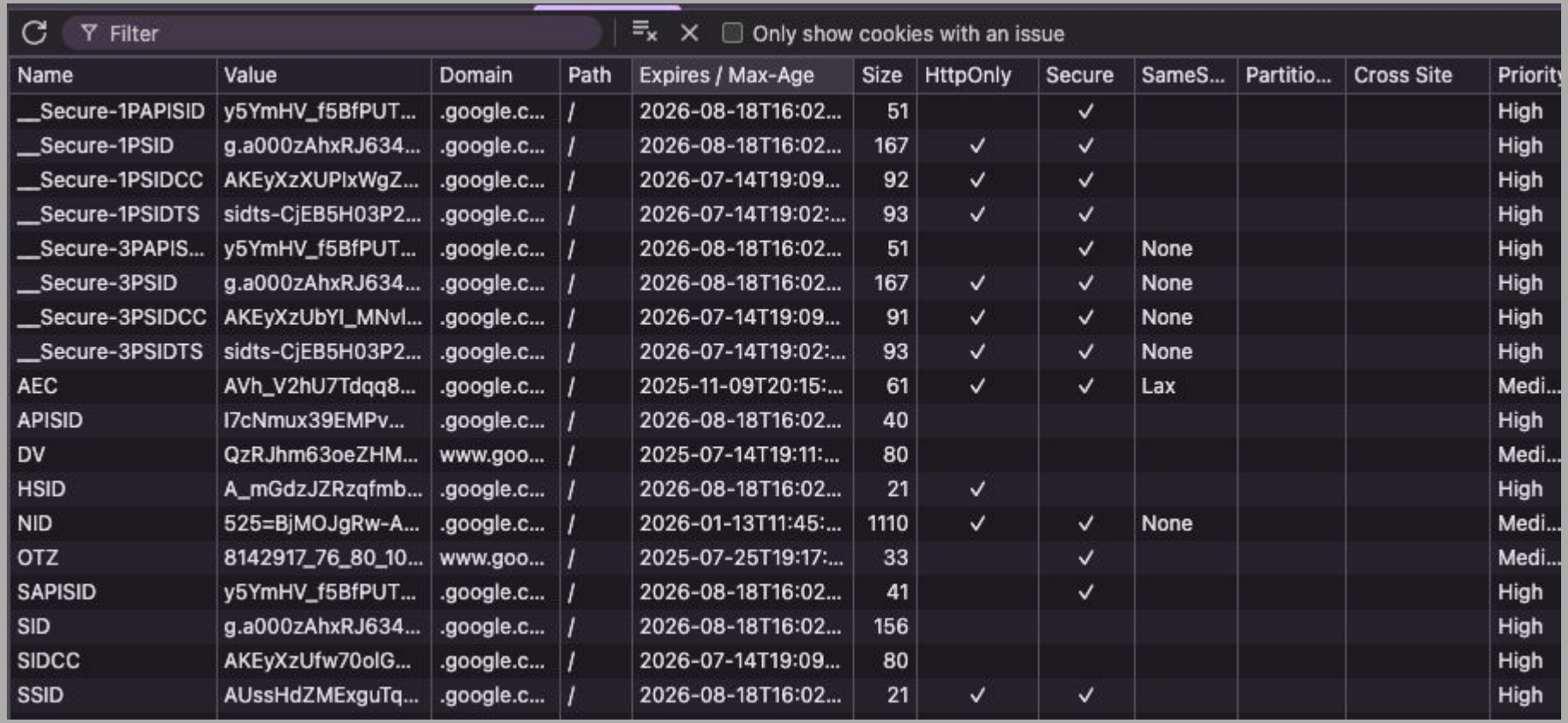


How do ad agencies consume most of their data?

Cookies



What are cookies?



Filter

Only show cookies with an issue

Name	Value	Domain	Path	Expires / Max-Age	Size	HttpOnly	Secure	SameS...	Partitio...	Cross Site	Priority
__Secure-1PAPISID	y5YmHV_f5BfPUT...	.google.c...	/	2026-08-18T16:02...	51		✓				High
__Secure-1PSID	g.a000zAhxRJ634...	.google.c...	/	2026-08-18T16:02...	167	✓	✓				High
__Secure-1PSIDCC	AKEyXzXUPlxWgZ...	.google.c...	/	2026-07-14T19:09...	92	✓	✓				High
__Secure-1PSIDTS	sidts-CjEB5H03P2...	.google.c...	/	2026-07-14T19:02:...	93	✓	✓				High
__Secure-3PAPIS...	y5YmHV_f5BfPUT...	.google.c...	/	2026-08-18T16:02...	51		✓	None			High
__Secure-3PSID	g.a000zAhxRJ634...	.google.c...	/	2026-08-18T16:02...	167	✓	✓	None			High
__Secure-3PSIDCC	AKEyXzUbYI_MNvl...	.google.c...	/	2026-07-14T19:09...	91	✓	✓	None			High
__Secure-3PSIDTS	sidts-CjEB5H03P2...	.google.c...	/	2026-07-14T19:02:...	93	✓	✓	None			High
AEC	AVh_V2hU7Tdqq8...	.google.c...	/	2025-11-09T20:15:...	61	✓	✓	Lax			Medi...
APISID	I7cNmux39EMPv...	.google.c...	/	2026-08-18T16:02...	40						High
DV	QzRJhm63oeZHM...	www.goo...	/	2025-07-14T19:11:...	80						Medi...
HSID	A_mGdzJZRzqfmb...	.google.c...	/	2026-08-18T16:02...	21	✓					High
NID	525=BjMOJgRw-A...	.google.c...	/	2026-01-13T11:45:...	1110	✓	✓	None			Medi...
OTZ	8142917_76_80_10...	www.goo...	/	2025-07-25T19:17:...	33		✓				Medi...
SAPISID	y5YmHV_f5BfPUT...	.google.c...	/	2026-08-18T16:02...	41		✓				High
SID	g.a000zAhxRJ634...	.google.c...	/	2026-08-18T16:02...	156						High
SIDCC	AKEyXzUfw70olG...	.google.c...	/	2026-07-14T19:09...	80						High
SSID	AUssHdZMExguTq...	.google.c...	/	2026-08-18T16:02...	21	✓	✓				High



VS

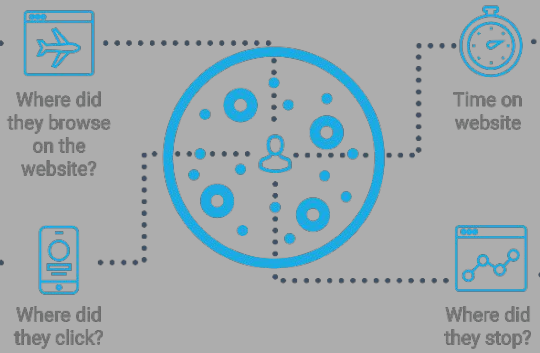


First Party Cookie

Third Party Cookie

What are cookies?

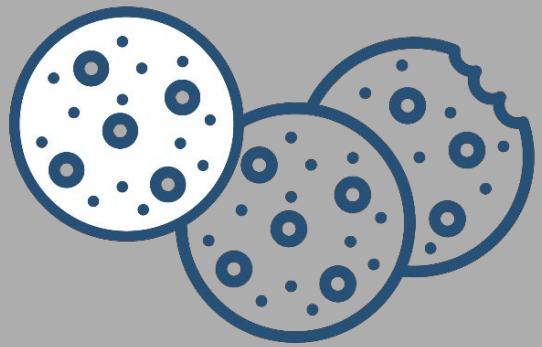
1st Party Cookies



They allow the company that has a direct relationship with the user collect data on your own domain.

Source: Salesforce

3rd Party Cookies



They are collected by third parties, in general independent Adtech platforms, for marketing and digital advertising purposes.

HEXAGON DATA

The good, the bad, and the ugly



The Convenient



Keeps you signed in

Maintains your cart

Language preference

Reduce server Load

Preferred pickup location

The Bad



Preferred pickup location

Users also bought

Prevent GDPR banner re-appearance

Customized ad preferences

The Ugly

Session token hijacking

AaaS: Anger as a Service

Can be fed to Feds

Studied to track behavior



Marketing firm 101

Marketing firms/Ad Agencies: place and track ads

Advertisers: pay for ads

Agency Revenue

Agencies charge a percentage of ad spend in exchange for creating/placing ads

Most ad agency revenue is from secondary analytics services

The death of cookies?

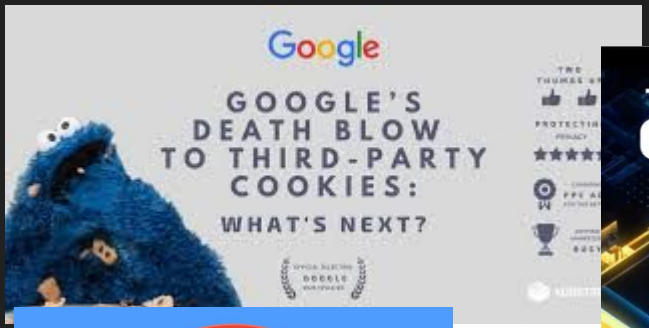


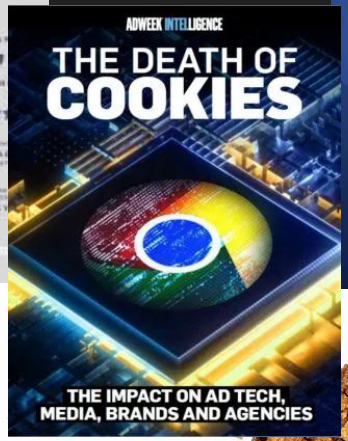
The death of cookies?

GDPR specifically targeted cookies, and third party data exchange

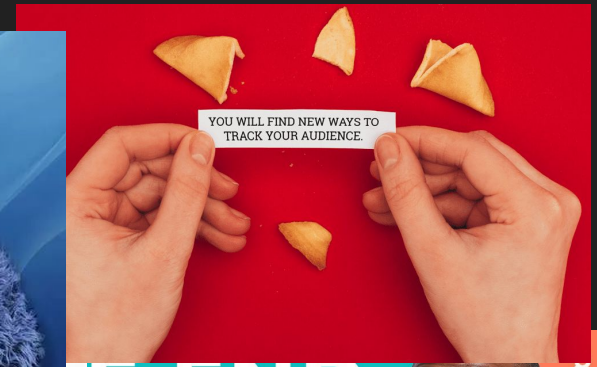
Apple and others started limiting compatibility with cookies for user privacy reasons

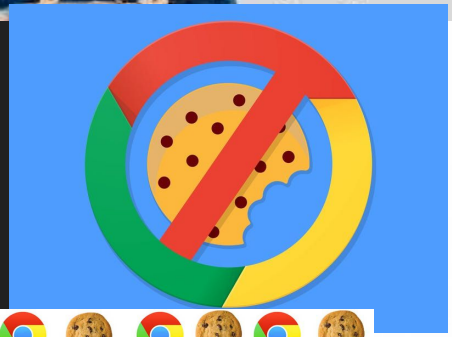
Google launched an initiative to kill third-party cookies in Chrome by 2020, calling it: Privacy Sandbox (Google Analytics 4)


Google
GOOGLE'S DEATH BLOW TO THIRD-PARTY COOKIES:
WHAT'S NEXT?


ADWEEK INTELLIGENCE
THE DEATH OF COOKIES
THE IMPACT ON AD TECH, MEDIA, BRANDS AND AGENCIES


RIP


YOU WILL FIND NEW WAYS TO TRACK YOUR AUDIENCE.






THE DEATH OF COOKIES


E END
RD-PARTY
KIES

Saying goodbye to third-party cookies in 2024

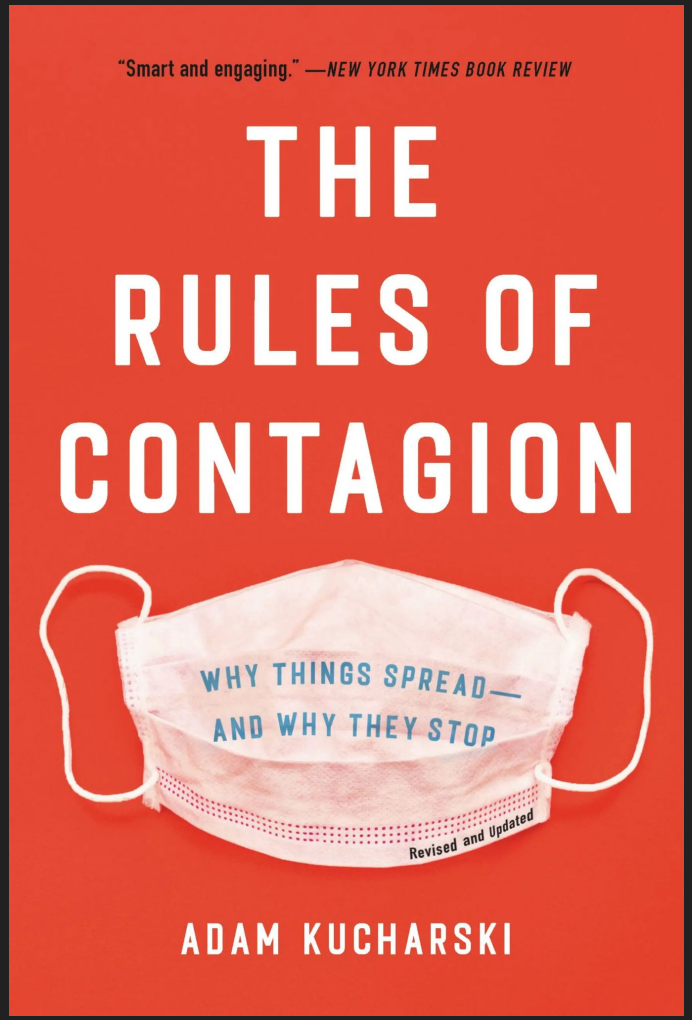

What Does the Death of Third-Party Cookies Mean for Online Advertising?

Dark money panic

State-actors, and superPACs track engagement with misinformation

Studying: keywords, engagement, disengagement, and

Post release **spread**



Privacy Advocates Shrug

Eliminating cookies decreases access to information for 3rd parties



It consolidates access and empowers Google’s monopoly

Doesn’t seem like the privacy win Google promised

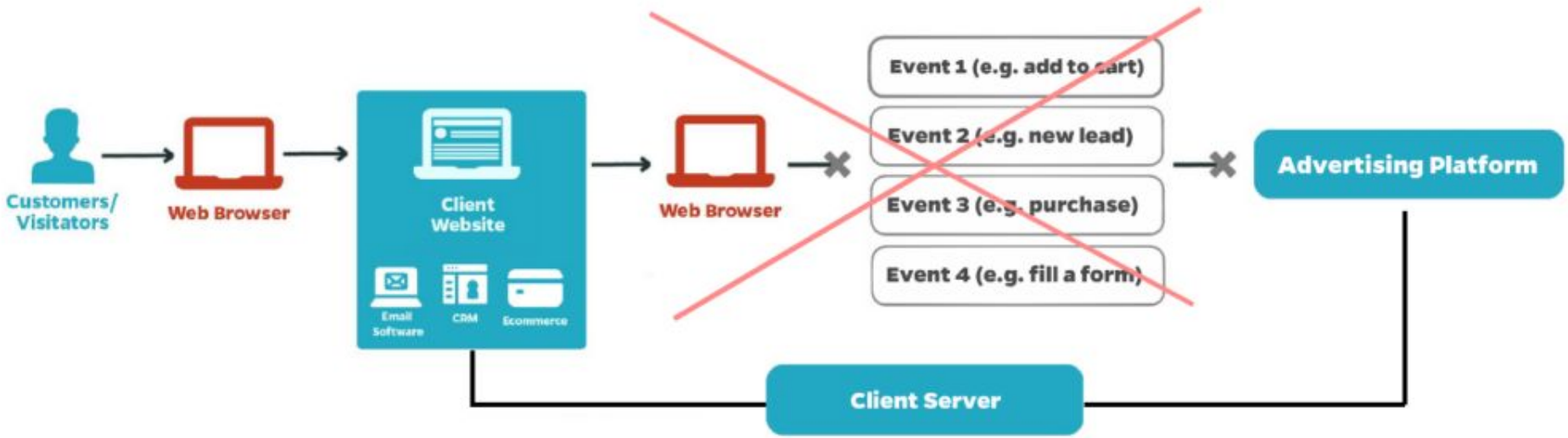
Ad agencies to the rescue!

The most brilliant strategic minds in marketing put their thinking caps on and came up with a ‘new’ type of tech to solve this :



Server 2 Server

What is Server 2 Server (S2S)?



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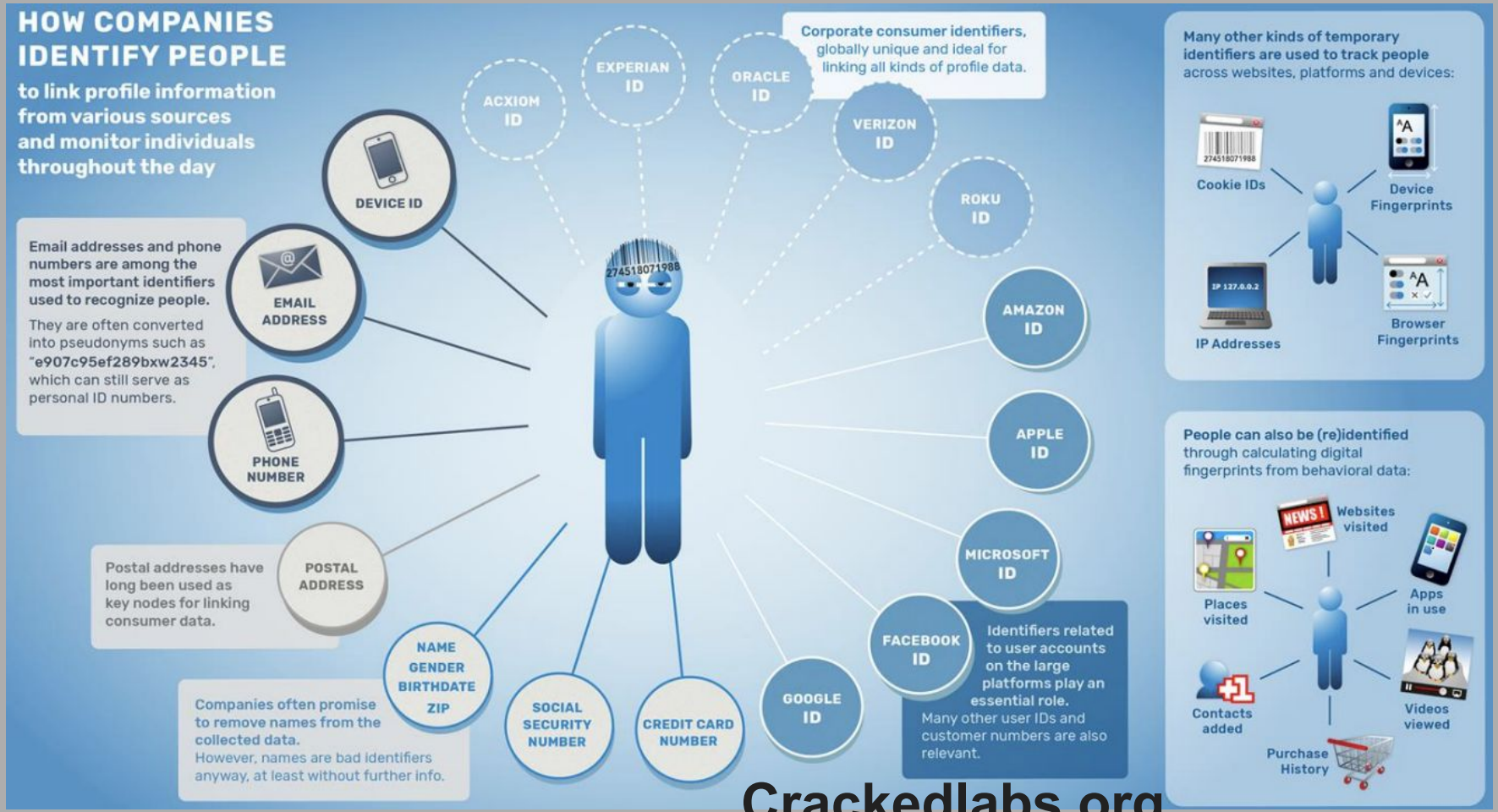


Crackedlabs.org

This data helps marketers:

Understand trend: spread, demographics, influence (Think of the Stanley cup craze)

Where: trends originate

What: accelerates/slows trends

And: who to target



How does this help marketers?

Two coworkers seem flirtatious? Push suggested restaurants, or activities based on joint interests?



A couple are fighting a lot, push divorce lawyers, toxic masculinity products? Or maybe push Therapy services?



How does this help marketers?

These are *all* advantages?

Data Storage:	Stores data on a server
Implementation:	Complex to implement
Control:	Offers greater control over tracking and data management
Optimization:	Provides more optimization opportunities
Reliability:	More reliable
Tracking Duration:	Can track conversions indefinitely

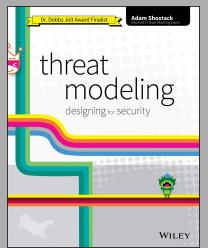


Privacy Harms

Information collection, information processing, information dissemination, invasion, and *identifier creation*

Enable: blackmail, increased accessibility, and distortion

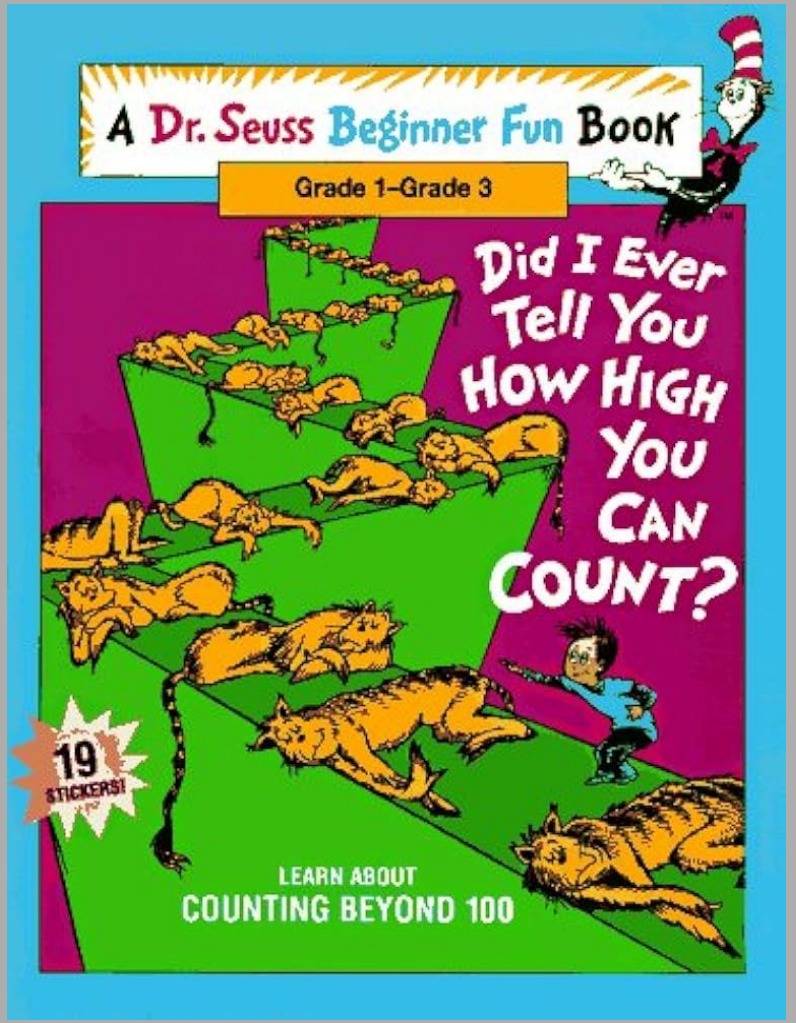
Understanding Privacy, Professor Daniel Solove, Threat Modeling Designing for Security Adam Shostack



Privacy Harms

Server 2 Server goes much further than previous technologies

Cookies rely on towers to collect and tabulate data: Facebook, Google, etc



Privacy Harms

Towers see liability in holding data, often purposely sanitizing it, and limit external access

(yes yes, for greed based reasons)

S2S is the Wild West Lacking:

- Standardization
- Centralization
- Regulation
- Sanitization

Further Ethical Concerns



Further Ethical Concerns

Ads fuel misinformation, and emotional manipulation

Facebook was caught manipulating 690,000 users for one internal study - Kramer et al., 2014

Other studies have leaked showing Instagram debated the morality of causing depression in tweens

Further Ethical Concerns

State actors and think tanks have been doing the same thing for years

After WW2 many propagandizers moved to advertising, utilizing similar tactics:

Card Stacking, BandWagon, Transfer Techniques, Fear



Further Ethical Concerns

In 2024 Russia spent 15.5 billion USD on advertising, only $1.8 billion of that was spent on Russian audiences

Domestically during the last election $15.9 billion was spent, at least $1.9 billion was spent on advertising that couldn’t be tied to individuals

Cookies Never Die

Google starts a feud with their Frankenstein:

Ad agencies are unable to get GA4 to work

The maths not mathing

CTR is plummeting

Ad agencies directly call Google out:

Both of us will lose money

Stop being arrogant



Cookies Never Die

AdAge

Google takes this poorly:

Taking out hit pieces in industry magazines

Ad agencies incompetent and greedy

CA4 gets delayed 4 times

January 2024 Google gave up

Turns out cookies are *safe and private!*



Cookies Never Die

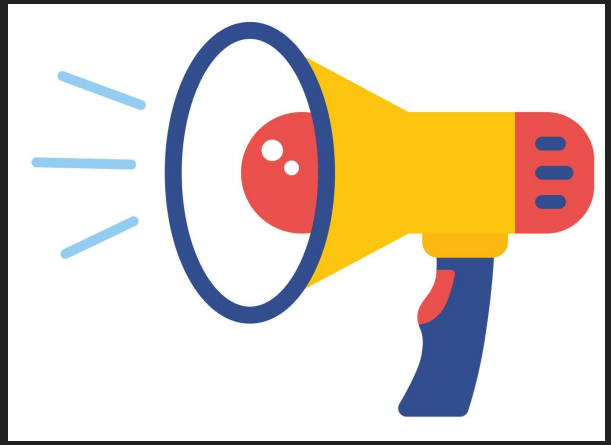


Cookies and S2S in harmony: Together producing more precise insights than ever before

Fostering partnerships: Google’s ReCaptcha, Meta Pixel

This victory doesn’t feel like *our* victory

Call to Action!



Outreach!

You can’t protect against the unknown

GDPR is severely underrated and highly effective

But also broad in some areas

Narrow elsewhere

Call to Action!

Broad:

Likelihood of risk to rights and freedoms

Reasonable level of protection

Implementation of informed consent

Narrow:

Focused on data not harms

Obsessed with cookies

Legitimate interest

Anonymized but re-identifiable

Individual Recommendations

Privacy friendly browsers: FireFox, **not** Brave which was founded by a homophobe and funded by Theil

Isolated profiles: multi-account containers

VPNs don’t anonymize metadata, they can hide your SSID, geolocation, and more



Individual Recommendations

Use ephemeral MAC addresses, Apple devices use them by default

Minimize IoT, segment networks, and use open source options when possible

Utilize a PiHole



Thank You!

Questions?