

# CHIPS

Cookies Having Independent  
Partitioned State

Facilitate seamless site experiences while  
safeguarding privacy

## What's the privacy challenge?

Many website features rely on embedded third-party tools. These tools often use cookies to store site visitor information such as session IDs, preferences, and analytics data. However, this data can be accessed by a third-party across any website where their tools are embedded, enabling widespread and potentially unanticipated cross-site tracking.

## Do things differently with CHIPS

Maintain embedded site functionality by providing access to specific compartmentalized information, without enabling tracking

**Partitioned storage:** CHIPS works by partitioning cookie storage based on the website's top-level domain. This prevents embedded third-party tools from accessing cookies across different sites, effectively limiting cross-site tracking.

**Developer flexibility:** Developers have granular control over cookie partitioning with CHIPS. They can choose to partition cookies individually, linking specific cookies to the top-level site when it benefits the user experience.

## How it works



### Step 1: Someone visits a site, prompting cookie creation and storage

Someone visits a website, where an embedded third-party service sets a cookie on their device. This cookie stores information about the person and their interactions with the site, like shopping cart items or language preferences, to improve their experience.



### Step 2: CHIPS isolates and restricts access to the cookie

CHIPS isolates the cookie within a secure, site-specific container, like an individual cookie jar with the lid firmly sealed. This cookie jar can only be opened by the third-party provider on the same top-level site where the cookie was created, and only that third-party can read, modify, or delete the cookie.

The cookie is kept entirely separate from data used by other third-party features, like embedded content, and prevents the third-party who set the cookie from reading it on other sites the user may visit.



### Step 3: Privacy is protected while maintaining relevant web experiences

This isolation safeguards people's information while preserving relevant experiences on individual sites.