

DO MOST RETAILERS USE THIRD PARTY BEHAVIORAL ADVERTISING COOKIES?

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Yes.

As the following chart indicates, there is a wide disparity between the quantity of third party behavioral advertising cookies used by retailers:¹

Greatest Quantity	Smallest Quantity	Average Quantity
44	2	22.4

When compared against other industries, the retail sector ranks 1st in their average deployment of advertising cookies.

This article is part of a multi-part series published by BCLP to help companies understand and implement the General Data Protection Regulation, the California Consumer Privacy Act and other privacy statutes. You can find more information on the CCPA in BCLP's [California Consumer Privacy Act Practical Guide](#).

1. BCLP, *January 2020: Survey of the Retail Industry's Privacy Practices*.

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MEET THE TEAM



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