



Fastly Google Partnership: Targeting User Data Privacy

March 21, 2023

By: [Ghassan Abdo](#)

IDC's Quick Take

This partnership between [Fastly and Google](#) to target a key concern of online searches, namely, user data privacy, underscores the role of Fastly's distributed edge cloud platform to deliver on the demands of this service in terms of performance, security, availability, and trust.

Product Announcement Highlights

On March 15, 2023, Fastly announced that it entered an agreement with Google LLC to operate an Oblivious HTTP Relay (OHTTP Relay) as part of FLEDGE, the Privacy Sandbox initiative to improve privacy while continuing to support tailored advertising. OHTTP Relay provides fast, reliable separation and isolation of data about who a person is while passing along non-identifying requests to the business server. Employing specially crafted HTTP requests and a multitier architecture, OHTTP Relay removes all client request headers not identified as required by that specification, ensures that required headers are present before forwarding the request to the business' configured origin (the OHTTP Gateway), and hides users' IP addresses from Google.

As stated by Victor Wong, senior director of Product Management at Google, the agreement with Fastly achieves the goal of providing users robust privacy protection while continuing to deliver high-quality and personalized experiences.

IDC's Point of View

This is a significant announcement as it addresses a key concern of online searches, which is user data privacy. In this service, Fastly plays a critical role in anonymizing user identifiers prior to sending to the target server. This agreement is a testament to Fastly's ability to address the demands of the dominant search provider, Google, in terms of performance, scalability, availability, trust, and innovation. Google had to rely on a trusted party to provide this critical capability.

This announcement underscores the role edge computing plays in delivering innovative and high-performance edge use cases. Fastly's distributed edge cloud platform, enabled with a programmable toolkit, was key in the development and deployment of this service. At IDC, we believe that this use case will spur further innovation in addressing user privacy challenges and other use cases that rely on edge deployments, supported by a programmable paradigm.

Subscriptions Covered:

[Managed Edge and Content Delivery Services](#)

Please contact the IDC Hotline at 800.343.4952, ext.7988 (or +1.508.988.7988) or sales@idc.com for information on applying the price of this document toward the purchase of an IDC or Industry Insights service or for information on additional copies or

Web rights. Visit us on the Web at www.idc.com. To view a list of IDC offices worldwide, visit www.idc.com/offices. Copyright 2023 IDC. Reproduction is forbidden unless authorized. All rights reserved.