



Press release  
Neuilly-sur-Seine, 20 May 2021

## For Qwant, FLoC is not a progress for privacy

**On May 19, Qwant published an opinion piece in which the search engine opposes the new tracking technology implemented by an American giant: FLoC (Federated Learning of Cohorts).**

### Not such a good idea...

The argument of privacy is often used to justify the implementation of FLoC, with the collective character being privileged over individual identifiers. However, FLoC is far from being a progress for privacy and confidentiality.

**Sébastien Ménard, Head of Public Affairs and Communications explains:** "The collective nature of the analysis does not change much: it will be easy to transcribe the ID of the Internet user to know his cohort, and to deduce the attributes assigned to him. Visiting certain sites, being interested in certain articles, buying certain products... Everything is used to refine the profile. In addition, the identifier that reveals elements of your personality is sent to all sites that request it, without you even having to give your permission. "

### The real debate: finding an alternative to abusive tracking

Some Internet users wonder about the best option between cookies and FLoC, Qwant is convinced that this is actually a false debate. **Sébastien Ménard adds:** "It's really a non-choice, we don't choose between two bad solutions. It is the whole tracking system, because it aims at influencing our decisions and our knowledge according to a more or less relevant profile, that we must refuse. "

Rather than choosing between two tracking methods, Qwant recommends turning to solutions that respect your privacy and freedom of thought. This tracking model also raises questions of individual freedom and accentuates the phenomenon of algorithmic confinement. "By dint of "personalization" or affiliation to a caste according to his previous browsing, the individual is imposed content that is supposed to correspond to his interests, depriving him of the possibility of discovering other points of view. In short, to be able to form an enlightened opinion and to forge convictions." says Sébastien Ménard.

To read the full article: <https://betterweb.qwant.com/en/the-floc-comes-into-our-private-lives-without-knocking-on-the-door/>

## **About Qwant**

Conçu et développé en France, Qwant est le premier moteur de recherche européen à disposer de sa  
Designed and developed in France, Qwant is the first European search engine to have its own Web indexing  
technology, protecting the privacy of its users. Unlike the main search engines on the market, Qwant does  
not install any cookies on the user's browser, does not try to find out who they are or what they are doing,  
and does not keep a history of requests made. With a friendly interface that leaves a large place for results,  
Qwant allows users to find the information they are looking for efficiently across the Web and social  
networks, with total neutrality. Qwant treats all indexed sites and services without discrimination, without  
changing the order of results according to its own interests or the user's sensitivities.

<https://www.qwant.com>

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