Understanding Apple's Private Click Measurement [2] [Ed: Mozilla now makes a semi-apology for mass surveillance; every now and then Mozilla openly admits it does not value users' privacy, causing an uproar that can take years to quell or calm down while Firefox keeps losing millions of users every month]

Private advertising technology proposals could greatly improve privacy for web users. Web advertising has a reputation for poor privacy practices. Firefox, other browsers, and the web community are collaborating on finding ways to support advertising while maintaining strong, technical privacy protections for users.

This series of posts aims to contribute to the ongoing conversation regarding the future of advertising on the web by providing technical analyses on proposals that have been put forward by various players in the ecosystem to address the questions of what might replace third-party cookies. In this installment, we look at Apple's Private Click Measurement (PCM).

Reflecting on 10 years of time well spent with Pocket [3] [Ed: Mozilla is pushing spyware instead of Firefox]

Ten years ago, a small, yet mighty team launched Pocket because we felt that people deserved a better way to consume content on the internet. We wanted it to be easy — as simple an action as putting it in your pocket? — and empowering, giving people the means to engage with the web on their own terms. We championed the save as a fundamental internet action — akin to browse, search and share — but more than any other, allowing you to create your own corner of the internet.

Joey Amato, Publisher of Pride Journeys, Shares What Brings Him Joy Online[4] [Ed: Mozilla quit being a technical company]