CHECKLIST · MARKETING

Safari 27 now blocks trackers that turn email addresses into ad IDs. What it means for your sign-up forms and ads

Published 20 October 2026. Read the full story, sources and any updates at
digitaladvisors.com.au/journal/safari-27-blocks-email-tracking-identity-resolution/

- [ ] **List the tags on your sign-up and login pages.** Open your tag manager or ask your web developer which third-party scripts load on pages where people enter an email address.
- [ ] **Ask your agency or ad platform about email-based identity IDs.** Find out whether any campaign, audience or retargeting list you pay for relies on a service that turns email addresses into tracking IDs, and how it performs on Safari 27.
- [ ] **Compare Safari results with other browsers.** In your analytics and ad reports, check conversions and audience sizes for Safari users separately, and watch for changes as visitors update to Safari 27.
- [ ] **Lean on your own customer data.** Build offers and personalisation from data customers give you directly on your own site, without passing it to a third-party identity service; WebKit says first-party personalisation isn't what it's trying to block.
- [ ] **Don't try to route around the block.** WebKit says Safari 27 blocks identity resolution services at the domain level, so changing how a request is built won't get it through.
- [ ] **Expect Hide My Email addresses.** Make sure your email list and customer records accept unique forwarding addresses from Apple customers who use iCloud+.

General information only, not legal, tax or financial advice. Check the full story and its sources before acting.