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PRIVACY CONCERNS AND SOLUTIONS IN PERSONALIZED ADVERTISING ON DIGITAL PLATFORMS

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ABSTRACT

The rise of personalized advertising on digital platforms has revolutionized the marketing landscape, allowing businesses to tailor ads based on user preferences, behavior, and demographic data. However, this practice raises significant privacy concerns among users, particularly around data collection, consent, and usage transparency. This study examines the primary privacy challenges associated with personalized advertising, including data breaches, unauthorized tracking, and the lack of informed user consent. It further explores the solutions designed to address these concerns, such as the implementation of robust data protection regulations (e.g., GDPR and CCPA), privacy-by-design frameworks, and enhanced user control over data sharing preferences. By balancing the need for personalization with privacy safeguards, digital platforms can create a more secure, transparent, and user-friendly environment that respects individual privacy while optimizing ad effectiveness. The research aims to contribute to the ongoing dialogue on ethical advertising practices in an increasingly data-driven digital ecosystem.

KEYWORDS: *Personalized Advertising, Privacy Concerns, Digital Platforms, Data Protection, User Consent, Data Breaches, GDPR, CCPA, Privacy-By-Design, User Data Control, Ethical Advertising, Data-Driven Marketing*