

Discuss and Defend Your Position as it Relates to
Online Privacy and Behavior Targeting with Advertising.

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Privacy and personalization is a very complex dichotomy; but a balanced marriage is pertinent. Advertising is geared towards fulfillment of all aspects of customer relationship by “managing detailed information about individual customers and carefully managing all customer 'touch points' to maximize customer loyalty” (Kotler & Keller, 2011). In order for advertisers to garner the most beneficial data to target and assist prospective and current customers, they must find the most effective method to discern some metrics. Use of technology is certainly the most efficient mode to tap into the behavior of customers for customization of product and services to meet their wants and needs – even those unexpressed ones. However, more should be done on the part of advertisers to protect the privacy of consumers.

With increased competition and the fight for market share, companies must become more aggressive in their reachability approach to their target audience; and the Internet is the best place to exercise this. In doing so, advertisers are able to use caches and cookies to deliver their goods or service via online push marketing strategy. While most consumers are impressed to find that advertisers are making it easier and quicker to find what they may want or need, such practice can be detrimental to consumers. Hackers and scammers can easily obtain the information, using to their benefit to harm said consumer(s). In addition, the ways in which the data that are accessed, shared, stored, and used across platforms to match advertisers to prime consumers are not always secured. This leaves for solicited and unsolicited personal identifiable, confidential information to be treated with little or no caution.

The intentions of advertisers may be good for their opportunity to maximize on sales and marketing through maverick strategies. In the interim, the availability of such information in the wrong, unintended possession may prove problematic for consumers.

That is why it is necessary that advertisers must always be thinking of ways to safeguard the consumers' and take customers best interests into consideration, before embarking on policies or procedures that may result in the consumer becoming online privacy victim(s). The main goal of advertisers should not only be about how to get the most out of efforts to reach beyond target audience; but to take it a step further to ask "how can we protect the personal, human rights, contextual, and defensive privacy of our stakeholders?"

Some practical, yet simple steps that more advertisers could utilize includes, but are not limited to: providing privacy opt-in links, ensuring strong firewalls, limiting third parties data-sharing, user's confirmation before behavioral traced pop-ups ads are displayed, and prompting location/GPS tracker for permission, just to list a few.

Advertisers should spend more time to adequately assess the impact that their behavioral targeting practices have on consumers and implement systems to protect security and privacy. Subsequently, they will be better able to employ systems to protect the online privacy of consumers, all while still achieving their purpose of increasing their touch-points – a win-win situation.

Reference

Kotler, P., & Keller, K. (2011). *A framework for marketing management*. Toronto: Pearson

Prentice Hall.