

The Impact of Personalization in Digital Advertising: Benefits and Privacy Concerns

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Abstract: *In the digital and mobile age, personalization has become a central strategy in advertising, enabling brands to deliver tailored content based on user data, preferences, and behavior. This approach has significantly improved user engagement, conversion rates, and customer satisfaction. However, the increasing reliance on data-driven advertising also raises serious concerns about user privacy, data security, and ethical boundaries. This paper explores the dual nature of personalized digital advertising—highlighting its benefits to marketers and consumers, while critically examining the privacy implications and regulatory challenges it presents. By analyzing current practices, consumer perceptions, and legal frameworks such as GDPR and CCPA, this study aims to provide a balanced perspective on how personalization can be implemented responsibly in the evolving digital ecosystem.*

Keywords: Digital Advertising, Personalization, User Data, Privacy Concerns, Targeted Ads, Data Ethics, Mobile Marketing, Consumer Behavior, GDPR, CCPA

