Taking that Squid Game quiz? AdTech is watching you

Digital consumers are being targeted by surveillance advertising. There are dangers in this. What protection is available here and overseas?

Chew Han Ei
For The Straits Times

Wherever a computing device is connected to the internet, tracking of consumer behaviour is possible. Surveillance advertising is an extension of this process, used to target ads to users based on their online behaviour. Such tracking involves the use of cookies or browsing histories to gather data on users. This practice is often referred to as ‘snowballing’, a term used to describe how information is gathered about users and then used to target them for advertising.

Surveillance advertising is often described as ‘benevolent’ or ‘necessary’ because it is said to provide users with relevant ads. This is a fallacy, as it fails to consider the extent to which this data is often misused.

The most compelling argument against surveillance advertising is that it enables the marketing of harmful products and services to children and young people.

The most compelling argument against surveillance advertising is that it enables the marketing of harmful products and services to children and young people. This is particularly worrying as children are more susceptible to influences and are more likely to be targeted by marketing strategies. Surveillance advertising is often used to target children and young people, particularly through social media platforms.

Surveillance advertising is also concerning because it involves the collection and analysis of personal data. This data is often sold to third parties, who use it to target users with ads. This raises serious privacy concerns, as users’ data is often shared without their consent.

In conclusion, surveillance advertising is a concerning trend that raises serious ethical and legal concerns. It is important for consumers to be aware of the risks associated with this type of advertising and to take steps to protect their privacy.

Source: The Straits Times, pA16
Date: 18 October 2021