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BLOCKCHAIN AND CONSUMER DATA PRIVACY IN DIGITAL MARKETING

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ABSTRACT

As digital marketing increasingly relies on consumer data for targeted advertising, the privacy and security of this information have become major concerns. traditional methods of data collection and management often expose consumers to privacy breaches, data misuse, and lack of transparency. blockchain technology, with its decentralized and immutable features, offers a promising solution to enhance consumer data privacy in digital marketing. this research explores the potential of blockchain to give consumers greater control over their personal data, enabling them to decide what information to share, with whom, and under what conditions. through the use of smart contracts and cryptographic techniques, blockchain ensures that consumer consent is obtained, recorded, and adhered to, while simultaneously reducing the risks of unauthorized access and data manipulation. the study also examines how blockchain can improve transparency in data handling, allowing consumers to track how their data is used across marketing campaigns, while maintaining their anonymity. by investigating real-world case studies and technological implementations, this paper evaluates the impact of blockchain in reshaping data privacy policies, reducing reliance on third-party data brokers, and building trust between consumers and digital marketers. the findings suggest that blockchain could play a key role in achieving ethical, transparent, and privacy-focused digital marketing practices.