

Security and Privacy Challenges in Digital Marketing

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Abstract

The global accessibility of information has led to numerous security and privacy challenges in digital marketing, which may outweigh the potential benefits. The effectiveness of any digital marketing strategy depends on the ability of marketers to handle security and privacy issues in cyberspace. Consumers are increasingly concerned about the security and privacy of their personal data during digital transactions, which has damaged company-customer relationships. In this chapter, a literature review of existing research on security and privacy in digital marketing is conducted to gather data on the challenges faced by practitioners and organizations. The chapter provides practical strategies and best practices for addressing these challenges and offers insights into future trends and developments in the field. The proposed chapter aims to help digital marketing practitioners and organizations build trust and loyalty with consumers by providing a comprehensive understanding of the current state of security and privacy in digital marketing.