

Abstract

This master thesis focuses on the role of surveillance and user data in digital marketing. It links the academic discipline of surveillance studies, which deals with the processing of personal data, with the field of digital marketing. Digital marketing, which is nowadays primarily mediated by the Big Five multinational companies, especially Google and Meta, operates primarily on huge amounts of user data. This data is often collected without the users' deeper knowledge and sold to advertisers to target and personalise advertising, analyse online shopping behaviour and modify user behaviour. Data mining thus has a crucial role in online marketing, which is constantly shifting and changing, also due to legislative protection of users' data privacy. This paper discusses the related theories of surveillance studies and links them to the practice of digital marketing. The research then focuses on the ethical aspects of the use of user data in digital marketing. It identifies and explains some of the ethical issues facing the field of digital marketing and data mining. Based on in-depth interviews with digital marketing professionals, it seeks to map professionals' attitudes towards ethical issues of working with user data and their possible solutions.