Regulating Online Behavioural Advertising Through Data Protection Law

Elgar Law, Technology and Society series

Jiahong Chen, University of Sheffield, UK

This insightful book provides a timely review of the potential threats of advertising technologies, or adtech. It highlights the need to protect internet users not only from privacy risks, but also as consumers and citizens dealing with a highly complex technological setting.

‘One of the key battles in the current fight for values and rights online is between consumers and the adtech industry. This book is an invaluable guide to this evolving battleground as it comprehensively steers the reader through the European law and policy on online behavioural targeting.’

– Lilian Edwards, Newcastle University, UK

‘This book addresses the future of data protection regulation in one of its most challenging digital environments – online behavioural advertising or Adtech. Thoroughly knowledgeable in AdTech’s shifting complexities, Chen probes the weaknesses of the GDPR “consent + necessity 2.0” model and argues convincingly for a more effective approach. Side-stepping data protection’s personal autonomy versus paternalism impasse, Regulating Online Behavioural Advertising Through Data Protection Law makes a valuable case for an alternative permissive and prohibited list based regulatory model.’

– Perry Keller, King’s College, London, UK

‘A must read for anyone interested in Online Behavioural Advertising. Chen manages to shed light on the adequate protection of autonomous, economic and political interests against the intensive use of personal data by the OBA industry.’

– Eleni Kosta, Tilburg University, the Netherlands

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