

# Personalized Marketing: In the Split Between Relevance and Privacy

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## In brief

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With personalized marketing, the marketer seems to have the Holy Grail in his hands. Due to technological developments and big data, a brand reaches the right person at the right time in the right place. The consumer of today expects personalization and brands that use data-driven marketing see that in their results.

With the emergence of personalized marketing, however, a tension has arisen between relevance and privacy. Consumers are becoming increasingly aware of the risks that the (personal) data leaves behind. The dividing line between personalization and a breach of privacy seems very thin. How do we deal with this privacy paradox?

## Personal approach is the standard

Do you remember? Before the digital age, personalization meant that the baker around the corner knew you by name and your weekly order was already in bags behind the counter. With the rise of digital media you received personalized e-mails in which you were addressed with your name. Nowadays we carry with us at least one device every day. That not only makes our lives easier, but it also means significant advances in the area of personalized marketing. Good news for the marketer, because through technological developments and the use of big data you reach the right person, at the right time, with the right message. You can even design brochure-based marketing that is more focused and personalized. For this you should deal with online cheap brochure printing service.

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Today's consumer even enters a personal approach to brands. We have a busy existence and therefore little time and space for an abundance of advertising incentives. So ideal if a brand understands and knows what you need at that moment.

## Where is the border?

Sometimes it goes too far. Because being filmed by a digital billboard when you walk past? We do not like that. On the one hand we expect personalized communication; on the other hand we worry about our privacy. Research shows that these concerns reduce the effectiveness of personalized communication and may even cause undesirable effects on a brand. It is important for the marketer not to exceed this limit.

On the one hand, consumers draw a limit themselves, but the government also sharpens legislation. It is not only a matter for the marketer to go within the laws and regulations, but the introduction of the new legislation also entails indirect consequences. The new legislation calls for transparency, clarity and access to data. Conclusion, a new legislation means more privacy awareness and more control for consumers. A difficult fact to take into account in personalized campaigns.

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## **Facing contradictions**

The new privacy legislation not only has disadvantages for the marketer, but can also help to resolve the privacy paradox. The pillars of transparency, clarity and access to data can even remove some of the privacy concerns. Be transparent about the fact that you collect data and make it clear for what purposes the data are used. Use permission marketing and give the consumer more control by asking permission for future use of personal data. In short, you create the perfect balance between personalization and privacy yourself.

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