

# Targeting children with personalised advertising: How to reconcile the (best) interests of children and advertisers

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Children are increasingly confronted online with targeted advertising that is personalised on the basis of their personal characteristics and behaviour. The tracking, profiling and targeting practices that enable personalisation are sophisticated and opaque, and as such, significantly impact children's ability to make carefully considered and critical commercial decisions or decisions concerning their privacy and personal data. This raises important issues from a children's rights perspective, particularly for their rights to development, privacy and protection against economic exploitation. Nevertheless, the digital advertising industry plays an important role in the creation and maintenance of good-quality content and digital environments for children. Whereas the regulatory framework in place already covers existing tracking, profiling and targeting practices, this chapter questions whether the framework is appropriate for reconciling the interests of advertisers and children.

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