



Suchmaschinenmarketing und Datenschutz (German Edition)

Cevdet Bulut

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Bachelorarbeit aus dem Jahr 2009 im Fachbereich Informatik - Wirtschaftsinformatik, Note: 2,0, Wirtschaftsuniversität Wien (Abteilung für Informationsrecht und Immaterialgüterrecht), Sprache: Deutsch, Abstract: Diese Arbeit beschäftigt sich mit dem Suchmaschinenmarketing und den damit verbundenen Datenschutzproblemen. Einleitend wird eine allgemeine Übersicht über das Suchmaschinenmarketing und deren Einsatzmöglichkeiten gegeben. Weiterhin wird ein Beispiel zur Erhebung der personenbezogenen Daten mit Hilfe von Keyword-Advertising am Beispiel von Google AdWords dargestellt. Zusätzlich werden die bekannten datenschutzrechtlichen Probleme beim Suchmaschinenmarketing erläutert und unter den Gesichtspunkten der Richtlinien der EU und Österreich beurteilt. Schließlich werden die wesentlichen alternativen Datenschutz-Ansätze erörtert.

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