

## Protection of Children as Consumers in the Digital Marketing Ecosystem

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### **Abstract**

Digital marketing has exploded in the last decades. The reason is that it has offered many benefits to businesses while providing tailored responses to consumer behavior. However, questions have always crossed our minds: what is digital marketing? What disciplines does it cover? What are the essential points to remember for the companies that practice it? Digital marketing brings together internet-based communication practices that adapt to all screens as well as to all platforms integrating digital communication. It is therefore necessary to digitize all the data carriers while considering at the same time a communication of company. Children are not able to cope with every trick sellers may use to sell their products through digital mediums, or at least without an adult's guidance, this is why we are about to explore whether available human rights instruments protect children in this field or whether we need new international instrument. To this end, this paper will examine the use of advertisements and how it influences children who are not mature enough to form their consent vis-à-vis internet marketing. As a guiding document, the UN Convention on the Right of the Child will be examined.

**Keywords:** Digital marketing, United Nations Convention on the Rights of the Child, consumer protection, Digital Marketing Ecosystem, Advertisements.