

Möglichkeiten Der Zusammenführung Von Nutzerprofilen Verschiedener Dienstanbieter - Carola Carstens

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Die Nutzung von Online-Shops bietet Kunden nicht nur eine bequeme Einkaufsmöglichkeit. Sie können auch von der Personalisierung der Einkaufsportale sowie der personalisierten Angebote profitieren. Diese werden auf der Basis von Nutzerprofilen direkt auf den jeweiligen Kunden zugeschnitten. Indem dem Kunden nur für ihn interessante Angebote präsentiert werden, erhofft sich der Dienstanbieter einen erhöhten Umsatz. Zu den momentanen Problemen zählt allerdings der Unwille der Kunden, personenbezogene Daten preiszugeben, obwohl sie von personalisierten Angeboten profitieren möchten. Unvollständige oder falsche Nutzerprofile führen jedoch zu unbefriedigenden Personalisierungsmassnahmen. Im Rahmen dieser Arbeit soll aufgezeigt werden, wie das Vertrauen von Nutzern in den kontrollierten Umgang mit ihren persönlichen Daten gestärkt werden kann. Dies ist eine Grundvoraussetzung für die Erhebung und Verwendung von aussagekräftigen Profilen. Deren Nutzen und Aussagekraft kann noch gesteigert werden durch die Zusammenführung von Nutzerprofilen verschiedener Dienstanbieter, welche hier im Sinne von Online-Shops zu definieren sind. Ansätze für die Integration von Profilen sollen im Folgenden erläutert werden, wobei insbesondere auf die datenschutzrechtliche Perspektive eingegangen wird.

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