

Artificial Intelligence and Marketing in E-Business: Balancing Innovation and Data Protection Compliance

Pr. Bekkari Soukaina

Mohammed V University – Rabat, Morocco

Abstract

The rapid development of artificial intelligence (AI) and digital technologies has significantly transformed marketing strategies. E-marketing now leverages big data through machine learning, recommendation systems, and predictive analytics, enabling companies to deliver highly personalized experiences: tailored offers, optimized customer journeys, real-time targeted advertising, and enhanced loyalty by anticipating customer needs.

This evolution raises critical challenges, as AI relies on processing sensitive personal data. Companies must innovate while complying with data protection regulations. In Morocco, the CNDP enforces strict rules on consent, transparency, and data security, while internationally, the GDPR sets widely recognized standards influencing global practices.

Compliance is not only a legal obligation but also a source of trust and competitive advantage. This article highlights practical applications of AI in e-marketing, such as automated campaigns, intelligent chatbots, behavioral segmentation, and consumer trend forecasting. It also addresses risks like privacy breaches, algorithmic bias, and threats to individual rights. Emphasizing responsible data governance, it advocates for integrated compliance measures that ensure both regulatory adherence and sustainable competitiveness. The study concludes that ethical, transparent, and regulated AI-driven marketing is essential for long-term business success.

Keywords: artificial intelligence, e-marketing, GDPR, CNDP, compliance, data governance, competitiveness