

Legal regulation of profiling and targeted advertising in Kazakhstan through the lens of European experience

Akhmetova, Saule; Ibrayeva, Alua; Baimakhanova, Dina; Tursynkulova, Dinara; **Hoffmann, Thomas** Social and Legal Studies 2025 / p. 33-45 <https://doi.org/10.32518/sals1.2025.33> <https://sls-journal.com.ua/en/journals/tom-8-1-2025/pravove-regulyuvannya-profilyuvannya-ta-targetovanoyi-reklami-v-kazakhstani-kriz-prizmu-yevropeyskogo-dosvidu>