

## CO.23 Marketing

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According to [Rec. 47 \(7\) GDPR](#) direct marketing "may" be a legitimate interest:

*"The processing of personal data for direct marketing purposes may be regarded as carried out for a legitimate interest."*

Advertising purposes are otherwise only addressed in the GDPR in the following regulations:

**Article:** 21 II/III (right to object).

**Recitals:** 38 (2) (use of children's data for advertising purposes), 58 (3) (transparency in advertising on the internet), 70 (right to object).