METHOD FOR COMMUNICATING AT LEAST ONE TARGETED MESSAGE FROM A SERVICE PROVIDER TO A USER OF A PORTABLE TERMINAL

ABSTRACT

The invention relates to a method for communicating at least one targeted message from a service provider to a user of a portable terminal (1), said terminal integrating a secure element including at least one information storage register and a means enabling contactless communication of the secure element with a reader (3) of the service provider, said method including the creation of a user profile and the recording of same in the register of the secure element, said profile comprising personal data relating to said user with an associated confidentiality level, said method further including, after identification of the user by contactless communication between his/her terminal (1) and the reader (3), the activation of the confidentiality level that the user accords to the service provider and the communication to said provider of the personal data corresponding to said activated confidentiality level, said personal data being processed to generate at least one targeted message which is communicated to the user.

Single figure