



HUMAN RIGHTS IN THE DIGITAL AGE: PROTECTION OF PERSONAL DATA

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ABSTRACT

In the era of rapid development of digital technologies and mass use of the Internet, the protection of personal data has become one of the most relevant topics in the field of human rights. This article is devoted to the study of the legal aspects of personal data protection in the digital age. It examines the main international and national legal acts governing the collection, storage and processing of personal information. Special attention is paid to the role of international organizations such as the UN and the EU in setting standards and norms in the field of data protection. The current challenges and threats related to cybercrime, unauthorized access and data leakage, as well as their impact on the right to privacy, are analyzed. The article also discusses the prospects for the development of legislation in this area and offers recommendations for improving personal data protection mechanisms in a rapidly changing digital environment.

KEYWORDS: Human rights, digital age, personal data, privacy, data protection, cybersecurity, government regulation, digital technologies, privacy, big data, Internet freedom, user rights.

INTRODUCTION

In the digital age, the protection of personal data is becoming an increasingly relevant topic. The advent of the Internet and digital technologies has significantly changed the way people share information and interact with each other. However, it has also introduced new threats to human rights, especially in the context of personal data protection. One of the basic human rights in the digital age is the right to personal data protection[1]. Personal data includes any information that allows you to identify a particular person, such as name, address, phone number, email address, photos, etc. This data can be used to identify a person, monitor actions, and even make decisions about a person without their consent.

In light of this, it is important that governments and companies comply with data protection principles. One of the main principles is the principle of consent, according to which the collection and use of personal data should be carried out only with the consent of the data subject[2]. This means that companies must obtain explicit consent from people before collecting their personal data, and must use this data only for agreed purposes. In addition, it is important that Governments take measures to protect citizens' personal data. This may include the development of laws and policies that require companies to comply with data protection standards, as well as the creation of independent data protection authorities that will monitor compliance with these standards and consider complaints from citizens. In general, the protection of personal data plays a key role in ensuring human rights in the digital age. Governments, companies and society as a whole should make efforts to ensure that personal data is protected and used only in accordance with the law and the consent of the data subject.

In the digital age, the issue of personal data protection is becoming increasingly relevant and important for ensuring human rights. The development of technology, especially in the field of the Internet and digital communications, leads to an increase in the amount of information that is collected, processed and stored about a person. This poses threats to the privacy, freedom and security of every person. One of the basic principles of human rights protection in the digital age is the principle of data minimization[3]. This means that the information collected must be necessary and appropriate for the purposes for which it is collected. For example, if a company collects data for order processing, it should not collect more information than is necessary to fulfill this purpose.

Another important principle is the principle of transparency and accessibility of data. People should be informed about how their data is collected, processed and used, and should be able to control this process. This includes the right to access your data and the ability to correct or delete it if it is incorrect or outdated. It is also important to ensure data security and protection against unauthorized access to it. Companies and organizations should take measures to protect data, including encryption, anonymization and other technical and organizational measures.

However, despite all efforts, there are a number of challenges and threats to the protection of personal data in the digital age[4]. One of them is the use of data for mass surveillance and control of citizens, which can lead to violations of the rights to privacy and freedom of expression. Another threat is data leakage due to imperfect security systems, which can lead to leakage of confidential information and security threats. In general, the protection of personal data is an important aspect of ensuring human rights in the digital age[5]. Measures must be taken to ensure data minimization, transparency and accessibility of data, as well as data security and protection from threats and unauthorized access.

The digital revolution has brought massive use of the Internet, social media, and mobile devices, which has led to the need to ensure the protection of personal data. The right to privacy and data protection is one of the key human rights in the digital age.

On the one hand, digital technologies provide huge opportunities for information exchange and communication. However, on the other hand, there is a threat of privacy violations and leakage of personal information. As a result, data protection has become one of the top priorities for human rights organizations and States. The main challenges facing the protection of personal data in the digital age include unauthorized access to data, lack of transparency in the use of personal information, as well as difficulties in ensuring data security in an online environment[6]. Effective data protection mechanisms must be developed to protect human rights in the digital age. It is important to implement strict rules and laws that regulate the collection, storage and use of personal information. In addition, it is necessary to ensure transparency in the use of data and strengthen security measures in the online environment. One of the important steps in data protection is to raise awareness about the processing of personal information among users. People need to understand what data is being collected about them and be able to control their personal information.

In conclusion, the protection of personal data is an important aspect of human rights in the digital age. To ensure this protection, it is necessary to develop effective control mechanisms and security measures that ensure the confidentiality and security of personal data in an online environment.

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