


Chapter 7

Cherish Data Privacy and Human Rights in the Digital Age: Harmonizing Innovation and Individual Autonomy

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ABSTRACT

Data privacy encompasses the safeguarding and control individuals exercise over their personal information and data. It revolves around ensuring the confidentiality and security of sensitive data, including financial records, health information, and unique identifiers. In the era of extensive data collection, storage, and sharing in the digital landscape, preserving data privacy has become imperative to uphold individuals' rights and shield them from potential harm. From artificial intelligence and machine learning to internet of things (IoT) devices, innovative solutions have transformed our way of life and work. However, every innovation brings the responsibility to safeguard the privacy and security of individuals whose data is collected and processed. So, balancing innovation and personal security is a nuanced task. While innovation offers substantial benefits, it also poses risks to personal privacy without adequate regulation. This chapter dives into the diverse exploration of human rights protection concerning data and privacy of individuals in the digital arena.

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1. INTRODUCTION

The achieving of right balance necessitates collaboration between technology developers, policymakers and users (Ray et al., 2024). A pivotal aspect of achieving a balanced approach to data privacy involves empowering users with greater control over their personal information (Dinesh Arokia Raj et al., 2024). Innovation propels progress and propels technological advancements shaping our modern society (Yue & Shyu, 2024). This can be realized through transparent data collection practices, user-friendly privacy settings, and explicit consent mechanisms (Mithas et al., 2022). Granting individuals the ability to decide how their data is collected, used and shared fosters trust in digital platforms (Ivanov et al., 2019). The innovation and data privacy can coexist by incorporating robust security measures (Javaid et al., 2022). Technology companies and organizations should adopt industry best practices such as encryption, multi-factor authentication, and regular security audits (Fraga-Lamas et al., 2021). Prioritizing security at every stage of data processing minimizes the risks of data breaches and unauthorized access (Felsberger et al., 2022) (Rath et al., 2024). The preservation of any information pertaining to a known or identified natural (living) person, including names, dates of birth, photos, videos, email addresses, and phone numbers, is the focus of data protection (Asadollahi-Yazdi et al., 2020) (Meyendorf et al., 2023). It also includes additional information that is likewise regarded as personal data, such as IP addresses and communications content that is supplied by or connected to communication service end users (Zhong et al., 2017). The right to privacy is the foundation of the notion of data protection, and both are essential to upholding and advancing fundamental rights and values as well as facilitating the exercise of other freedoms and rights including the right to assemble and free expression (Angelopoulos et al., 2020) (Lu et al., 2020). The particular goals of data protection are to guarantee that personal data is processed fairly by the public and commercial sectors, including in terms of collection, use, and storage (Chander et al., 2022).

The globe has experienced unheard-of technological advancement, with digital technology permeating every facet of human existence (Kasowaki & Ahmet, 2024). Artificial intelligence (AI) and the Internet of Things (IoT) have significantly enhanced the collecting and use of personal data, starting with smartphones and social media (Sima et al., 2020). While there are many advantages to these developments, like increased efficiency, tailored experiences and connection, they also give rise to grave worries over data privacy and human rights (Tseng et al., 2021). In order to highlight the importance of valuing data privacy in the digital era, this chapter seeks to investigate the crucial subject of how to strike a balance between technical progress and individual liberty (Anastasi et al., 2021). The goal of digital rights is to encourage the use of data privacy-preserving technology (Dwivedi et al., 2021).

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