


Chapter 8

Rights in the Digital Realm:

Legal and Ethical Considerations of Emerging Technologies, Human Rights, and Global Digital Governance

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ABSTRACT

The digital realm has altered how societies address human rights, data usage, and governance. Various sectors now rely on large-scale analytics, business intelligence systems, and artificial intelligence to optimize decision-making, yet these technologies introduce legal and ethical dilemmas. This chapter examines how international human rights norms apply to emerging technologies. It discusses data privacy, algorithmic fairness, and regulatory challenges, illustrating tensions between innovation and fundamental rights. It also proposes governance measures

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grounded in human-centric frameworks to protect privacy and preserve democratic values. Findings indicate that a balance of technical, legal, and policy efforts can strengthen rights in digital ecosystems. This chapter enriches debates on ensuring that digital transformation aligns with human dignity.

1. INTRODUCTION

Technological progress has stimulated the digitization of social, political, and economic interactions. Organizations across different industries deploy powerful data-driven methods to support business intelligence (BI) and other analytic processes. People engage daily with interconnected platforms, contributing to an expanding flow of digital information. Governments, private entities, and other stakeholders collect these data and rely on algorithmic tools to generate insights, shape policies, and optimize services (Calo, 2018). Although these developments accelerate innovation, they raise questions about rights in the digital realm. The intersection of big data analytics, artificial intelligence (AI), and governance poses questions about fairness, personal autonomy, privacy, and accountability.

Concurrently, digital technologies, such as AI-based facial recognition or blockchain-based identity systems, transform civic engagement and public services. These changes create unanticipated outcomes for the future of democracy, free speech, and socioeconomic equity (Shany, 2023). Growing reliance on AI and advanced analytics has empowered both private and public actors to manage large datasets for predictive modeling and operational optimization. In theory, these tools yield actionable insights for decisions. In practice, they can lead to biased results or invasive surveillance. The complexity of these tools challenges existing legal frameworks. This chapter examines how fundamental rights may guide the development, implementation, and oversight of emerging technologies, including BI and AI-driven platforms.

1.1. The Global Shift to Digital Systems

Digitalization has transitioned from optional to essential in many fields. Governments leverage technology to streamline public administration, health services, and economic development. Multinational organizations expand data-driven operations to improve customer engagement and internal processes. Small and medium enterprises employ BI solutions to increase efficiency. Yet this digital transformation often lacks robust safeguards. The potential for technology to infringe on rights is no longer speculative but observed in real-world cases where automated analytics either overlooked minority interests or facilitated intrusive data collection (Dror-

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