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A Bibliographic and Structured Modeling Approach on Personal Data Protection and its Consequences

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ABSTRACT

The purpose of this paper is to identify the main factor appreciably affecting the data protection issues pertaining to online networking system and to detect how the other factors affecting the data protection issues are interrelated. In this paper semi structure interviews have been taken from the experts. Research papers have been consulted also as basis. After identification of the factors from the above sources affecting data protection issues some remote factors have not been considered to reduce the focus and then with the available factors effecting data protection in the cloud platform interpretive structured modeling methodology and bibliographic modelling approach has been applied. This paper has illustrated how with the help of ISM and literature review approach, the main factor commonly known as driving force affecting data protection issues has been detected and how the other factors are connected internally with each other has also been identified.

Keywords: Personal data, ISM, Society, Legal, Online networking, social media

I. INTRODUCTION

The most important phenomenon which have emerged in this new era of web culture is the continuing use of social networking sites. ^[1,2,3] This social networking culture has already pulled the interest of adolescents and youths. ^[4,5] However, it is not denied that elders are not interested in it. They are mainly using this platform for professional related services. ^[6,7,8] This social networking operation have also provided a very easy platform for the quick exchange of personal information even sometimes open for the public audience posing an unfortunate threatening so far as privacy and security issues are concerned. ^[9,10,11,12,13] As the success of social networking systems is growing with high pace, this privacy and security issue circumcising personal data protection has also become a matter of great concern in parallel. ^[14,15,16,17,18] To combat this situation, the first international information privacy guidelines have been published by Organization for Economic Co-operation and Development (OECD) as long back as 1980. ^[19,20,21,22,23] These basic guidelines are the plinth of different reputations framed

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in different contexts to protect privacy of unwanted and undesired flow of personal data. Basing on these guidelines and depending on the situation, Indian Government has also framed statute in the name Information Technology Act, 2000. ^[24,25,26,27,28] Now in every household, especially in urban areas of India, computers have become immensely popularized though, of late, they are being rapidly replaced by mobile technology. ^[29,30,31,32,33]

II. LITERATURE REVIEW

Now-a-days in India attempts are continuously being taken from all corners to make India more and more updated and the attempts of fetching overall development are supplemented by frequent use of digital activities and naturally to plug up any type of pilferage security and privacy are being very tightly preserved. ^[34,35,36,37,38,39] Now most of the people are dependent on having information through social networking system and lest these activities do not face any unnecessary impediment due to privacy and security threat all stake holders are taking apt measures to keep this threat mitigated to a great extent ^[40,41,42]. Commercially speaking, sitting in the rooms the people are involved in purchasing their likings through online processes and obviously the purchasers want that data so needed to be disclosed for such purchase are kept secret and never misused. ^[43,44,45,46,47] It is a fact that data are required to be protected by way of maintenance of procedural fairness which would eventually enhance the trust in the activities. ^[48,49,50,51] For achieving full proof data protection, extensive studies have been made as to how through cunningness and tricks the secrets are made open by unscrupulous persons. ^[52,53,54,55,56,57] The providers are required to gain trust of the users by enhancing familiarity. ^[58,59,60,61] Another factor also plays a very crucial and important role which would help to ensure data protection and that is nothing but culture of the stakeholders.

III. DEVELOPMENT OF RESEARCH MODEL

The Internet, to call a spade a spade, has become a solid and dependable global medium covering both commercial and social affairs. ^[62,63,64,65,66,67] This modern technology has opened a coveted space for the users who are using this to check blogs, to read dailies, to set up bridge of communication with others, to be involved in banking transactions with the help of their computers or smart mobiles or through tablets. ^[68,69,70] This use of online activities has become so frequent, any slightest interruption is felt to be a great inconvenience and a serious impediment. ^[71,72,73,74]

Indian Government including State Governments are also exploring this advantage for gathering individuals' personal information. ^[75,76,77] This continuous and frequent use of online activities has advanced information privacy risk. As a result, these risks need to be exacerbated

by the requirements called “notice & consent” requirements. Since the uses are very frequent and continuous this “notice & consent” system has become very difficult to execute in practice. [78,79,80] The responsibility has shifted as to how the data have been collected instead of the fact whether consent has been taken. [81,82,83] With all the problems the guidelines published by OECD in 1980 have been modified so that it can find its proper and pragmatic applicability e.g., emphasis has been given on the issue that the data users are required to be more accountable for the personal data the users are using, and the users are to be held responsible if harms to data subjects take place. [84,85,86,87] There are many factors which are responsible for jeopardizing data protection in digital ambience. [88,89,90,91,92] By expert opinion and through exploratory studies of relevant literature the factors of constraint have been found and out of these factors the main and salient factors have been chosen so that it can be dealt with or easily avoiding complexity. [93,94,95] Then which one or which are the main constraints out of those constraints have been identified with the help of ISM methodology which also helped to, in addition, detect the interrelations among the other constraints save the driving force or driving forces. [96,97]

IV. RESEARCH ANALYSIS

In India, Central Government is trying their level best to control this menace through regularity control by way of introduction of proper treatment though things are in infancy stage. [98,99] Particularization of contents of webs as well as their design also create trust amongst the users who think such type of webs would protect their data [100,101]. It is not denied that with passage of time the user of digital activities is increasing by leaps and bounds but still the users are found bit hesitant lest their personal data are open to undesirable persons. [102,103] This results a setback in the increasing flow of use of digital activities and to combat this situation the concerned providers are found very serious to establish trust amongst users for keeping the flow of use of digital activities not hindered. [104,105] Practically, in spite of so many remedial activities for creation of trust among the users confirming their protection of data still the flow of use is not to the desired level resulting in loss of the providers. [106] As such special scientific guidelines have been provided by the organizations to build trust so that the users are not afraid of their personal data being disclosed. [107,108,109] Practically, this security and privacy issue particularly for protection of personal data of the users has posed a serious threat for overall development of online activities [Rashad Yazdanifard et al., 2011]. Even as the users are afraid of the personal data protection issue, online banking transactions are facing problems (Raju Barskar et al., 2010). The providers now are trying to design their websites in such a fashion as the users by checking the sites can feel confident that their personal data would be fully

protected (Ranganathan et al., 2002). Besides, the users are trained by the help of scientific guidelines in such a way as they can think that if such guidelines are followed, there will be no chance of their personal data disclosed to undesirable persons (Shazio Yasin et al., 2012).

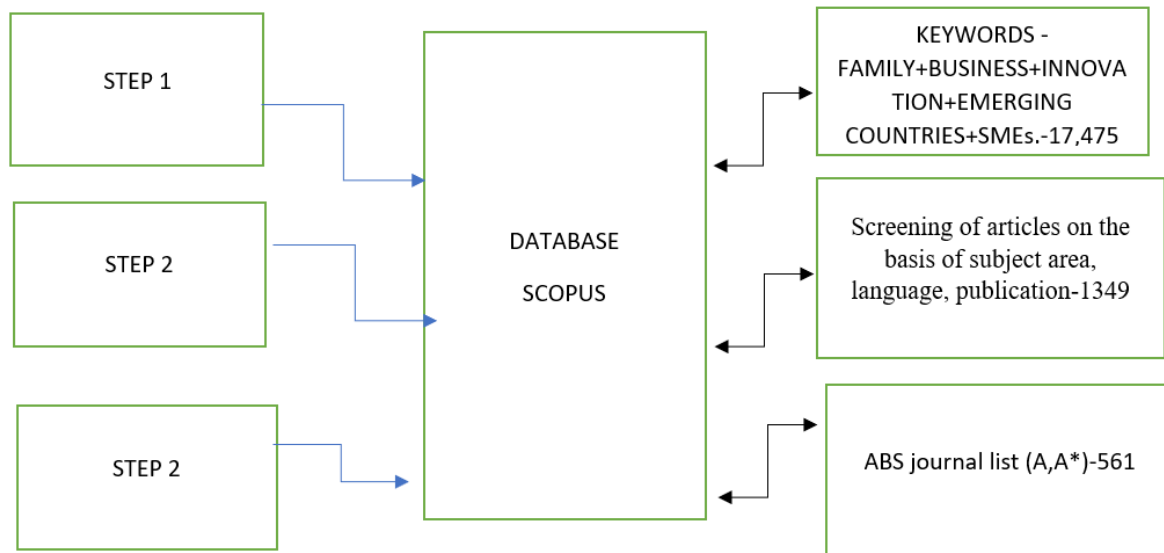


Figure 1: Search Strategy



Figure 2: Data protection approach

V. SYSTEM OUTPUT AND DISCUSSION

Sometimes it is seen that religious affiliation contained in the sites is creating confidence among the users who think by use of such sites their personal data will be fully protected. The providers also have started thinking to redesign their sites in this line. Personal data means

some personal information and as such data security is nothing but information security. Obviously for its protection some management is needed. But ironically what is meant by data security is not very clear as its definitions is not there with universal acceptance. Of course, some researchers define this management as a special architectural framework.^[105] However, architectural tool is defined as “a set of tools, methods, processes, and vocabulary that can be used from developing a broad range of different IT architectures^[106]. Confidentiality, integrity availability and non-repudiation are the requirements for data security management.^[107] In information security system data protection plays a very important role. Few of the authors have conceptualized data security as the “application of any technical method and managerial process on the information resources (Hardware, Software and Data) in order to keep organizational assets and personal privacy protected”. Data protection management demands appreciable improvements and full-proof effectiveness is needed. Now -a-days it has become not only easier to collect data, but it has become easier to search these data. It is inimical for data protection. Data protection in electronic systems demands an appropriate combination of technologies, regulatory structures, and perception of privacy of citizens. Some authors, of course, opine that treatment of data security issues is associated with simultaneous consideration of technology, social structure, and regulation in a co-designed space.

VI. CONCLUSION

From unstructured interviews and from relevant literature review the factors affecting data protection issues have been identified. It is a fact that it has not been possible so that all the experts in this area have been contacted for semi structured interview nor all the existing literatures old and new in this context have been consulted though attempts have been taken to pick up experts from all categories covering the issue and most of the important and most relevant literatures have been consulted. This paper with the help of this most powerful tool i.e. ISM methodology has been able to detect the main factor known as driving force which is the plinth of this robust structure of impediment towards successful and flawless implementation of data protection issues in this cloud platform. It has also been able to find out other factor of constraints affecting data protection with a further detection as to how these factors are interrelated.

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