

PERSONAL DATA AND PRIVACY: ISSUES AND CHALLENGES

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Abstract: Many researchers collect personal data through the internet during research or surveys. However, people are increasingly suspicious of how their personal data is being used. In this paper, the investigator will explore the challenges and issues that arise when collecting personal data such as name, age, address, income, caste, family background, etc. while carrying out research.

To achieve this objective, a survey of 100 research scholars was conducted to understand the concerns regarding the privacy of personal data. The survey will be conducted online and telephonically, and 100 post-graduate/doctoral students of Kurukshetra University, Kurukshetra were surveyed. As a major findings, it has been found that 70% respondents feel uneasy to provide information through online mode and feel most comfortable to share information with Govt. Offices as compare to others and major element with regard to personal data privacy is self-awareness.

Keywords: Personal Data Privacy, Data Security, Data Privacy

1.0 Introduction

Personal data privacy refers to an individual's ability to decide when, how, and how much of their personal information is transferred to or shared with other parties. Examples of this personal information include one's name, address, phone number, and activities both online and off. Data privacy is important because it allows individuals to participate online by giving them the confidence that their personal information will be handled with care. Organizations employ data protection policies to demonstrate to users and customers that they can be trusted with their personal data. If people lack the authority to control how their information is utilized or if private information is not kept confidential, it can be exploited in a variety of ways. One of the most significant privacy regulations is the General Data Protection Regulation (GDPR), which gives individuals the right to control their personal data and governs how their personal information may be gathered, stored, and processed.

Numerous international and regional documents recognize privacy as a fundamental human right with global relevance. The capacity of an individual or group of individuals to safeguard their private surroundings and way of life, including their personal information, is known as privacy. One could raise a number of queries, such as "What is a private life? What boundaries exist inside this domain? There are common themes that might be explored in order to determine the basic boundaries of the area of "private life," but the precise responses to these issues could be established based on the national culture and the peculiarities of each individual. Generally speaking, the privacy domain and the confidentiality of personal information intersect to some extent.

With the continuous advancement in technology and massive increase in internet usage, the concepts of data privacy and data protection is a hugely debated topic -(Alafaa, 2022). People in the IT era, for their own research, projects, and other purposes, government offices, private businesses, non-governmental organisations, and researchers nowadays need to gather personal information about individuals online. However, a lot of individuals are become more wary of how their personal information is being utilized as a result of online data collection.

2.0 Personal Data and privacy

Privacy is an issue of profound importance around the world -Solove (2008). Here :

- **Personal data** is any information that relates to an **identifiable living individual**.
- **Data security** protects data from compromise by external attackers and malicious insiders whereas
- **Data Privacy:** data privacy governs how the data is collected, shared and used

Data privacy, sometimes also referred to as information privacy, is an area of data protection that concerns the proper handling of sensitive data including, notably, personal data but also other confidential data, such as certain financial data and intellectual property data, to meet regulatory requirements as well as protecting the confidentiality and immutability of the data.

3.0 Related work in the field of information security and privacy

Shiv Shankar (2011) authored a paper titled “Privacy and Data Protection in India: A Critical Assessment” by JSTOR provides a comprehensive analysis of the right to privacy and data protection in the Indian context. The paper highlights the inherent conflict between the right to privacy and data protection and the need for a separate legislation to protect data.

Spiekermann (2015) authored a paper titled “The Challenges of Personal Data Markets and Privacy” by Springer outlines the economic, technical, social, and ethical issues associated with personal data markets and the privacy challenges they raise.

Gruschka and Mavroeidis et al. (2018) conducted a study titled “Privacy Issues and Data Protection in Big Data: A Case Study Analysis under GDPR” the paper gives overview about big-data. It highlights that with its ability to improve operations and open up new business prospects, big data has grown to be a valued asset for many organisations. Big data has made sensitive information more accessible, but it has also made it more likely that processing it might directly compromise people's privacy and break data protection regulations. As a result, non-compliance may result in severe penalties for data controllers and processors, including bankruptcy. In this work, we analyse several privacy-preserving and data protection strategies in the context of big data analysis, and we also discuss the present state of regulatory rules. Furthermore, two actual research projects that deal with sensitive data and steps to follow data regulatory rules are presented and examined as case studies. We demonstrate the kinds of data that could be a privacy concern, the legal-required privacy-preserving strategies used, and the impact these strategies have on the data processing stage and the research findings.

Rath and Kumar (2021) conducted a study titled “Information Privacy Concern at Individual, Group, Organization and Societal Level: A Literature Review” by Emerald Insight provides an in-depth analysis of information privacy concerns and the challenges they pose in various application domains (Rath and Kumar, 2021)

4.0 Objectives of the study:

1. To explore the challenges and issues that arise when collecting personal data such as name, age, address, income, caste, family background, etc. while carrying out research.
2. To explore the type of fraud of which people are victimized through use of internet.
3. To find out the Important element for privacy of personal data.

5.0 Methodology

- To achieve the objective this survey to know the concern regarding privacy of personal data, 100 people as a sample were surveyed online through questionnaire and telephonically method.
- The scope of the survey was confined to the post-graduate/doctoral students of Kurukshetra University, Kurukshetra.

6.0 Data Analyses

Table 1 -Uneasiness to provide information with researcher/ surveyor/ Govt. office/private office seeks your personal information for them for any purpose of research/data analysis.

Responses		Frequency	Percent
Valid	No	30	30.0
	Yes	70	70.0
	Total	100	100.0

As shown in Table 1, 70% of respondents reported feeling uneasy to provide information.

Table 2 -Comfortable to share personal information with

Responses		Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	Total	Mean	Rank
Govt. Offices	Count	6	4	10	38	42	100	4.0600	1
	Row N %	6.0%	4.0%	10.0%	38.0%	42.0%	100.0%		
Academic Researcher	Count	3	9	17	39	32	4.0600	3.8800	2
	Row N %	3.0%	9.0%	17.0%	39.0%	32.0%	3.1600		
NGOs	Count	12	17	28	29	14	100	3.1600	3
	Row N %	12.0%	17.0%	28.0%	29.0%	14.0%	100.0%		
Private Company	Count	19	24	20	16	21	2.9600	2.9600	4
	Row N %	19.0%	24.0%	20.0%	16.0%	21.0%	3.8800		

Table 2, shows that researchers feel comfortable to share their personal information with Govt. Offices which has been ranked 1st with highest mean value i.e. 4.0600 followed Academic researcher category is also reliable to share their information whereas researchers are very less comfortable to share their personal information with NGOs and Private companies which has been ranked 3rd and 4th with mean values 3.1600 and 2.9600 respectively.

Table 3-perceptions towards comfortably to share personal information

Responses	N	Minimum	Maximum	Mean	Std. Deviation	Rank
Name	100	1.00	5.00	4.2400	1.02612	1
Gender	100	1.00	5.00	4.1000	1.02000	2
Educational Qualification	100	1.00	5.00	3.7400	1.29973	3
Religion	100	1.00	5.00	3.7300	1.22148	4
Email	100	1.00	5.00	3.6200	1.33167	5
Mobile number	100	1.00	5.00	3.3400	1.30438	6
Caste	100	1.00	5.00	3.3200	1.33242	7
Home Address	100	1.00	5.00	3.2800	1.30330	8
Date of Birth	100	1.00	5.00	3.2100	1.35061	9
Medical Report	100	1.00	5.00	3.0900	1.34160	10
Family Background	100	1.00	5.00	3.0600	1.40576	11
Income	100	1.00	5.00	2.8200	1.29786	12

Table 3, shows that respondents feel more comfortable to share their personal information with regard to name, gender, educational qualification which have been ranked 1st, 2nd 3rd with mean values 4.2400, 4.1000 and 3.7400 respectively whereas respondents are very less comfortable to share their medical report, family background and income which has been ranked 10th, 11th, and 12th with mean values 3.0900, 3.0600 and 2.8200.

Table 4- perceptions towards safety of Sharing Information

Mediums		Very Unsafe	Unsafe	Neutral	Safe	Very Safe	Mean	Rank
Individually	Count	3	12	16	26	43	3.9400	1
	Row N %	3.0%	12.0%	16.0%	26.0%	43.0%		
Documented	Count	3	31	23	23	20	3.2600	2
	Row N %	3.0%	31.0%	23.0%	23.0%	20.0%		

Telephonically	Count	7	39	18	21	15	2.9800	3
	Row N %	7.0%	39.0%	18.0%	21.0%	15.0%		
Social Media	Count	20	42	5	13	20	2.7100	4
	Row N %	20.0%	42.0%	5.0%	13.0%	20.0%		
Mobile App	Count	13	47	13	10	17	2.7100	5
	Row N %	13.0%	47.0%	13.0%	10.0%	17.0%		

Table 4 shows that respondents feel more comfortable sharing their personal information when it is documented, with a mean value of 3.26 (ranked 2nd). Respondents also feel safe sharing their personal information individually, with a mean value of 3.94 (ranked 1st). On the other hand, respondents are less comfortable sharing their personal information through telephonically, social media, and mobile apps, with mean values of 2.98 (ranked 3rd), 2.71 (ranked 4th), and 2.71 (ranked 5th), respectively .

Table 5 Behaviour towards giving personal information

Responses	Frequency	Percent
Generally, provide the information	12	12.0
Ignore	10	10.0
Ask for authentication	40	40.0
Share Limited information	33	33.0
Deny	5	5.0
Total	100	100.0

Table 5 above shows that 40 % respondents ask for authentication of source for which researcher is asking information followed by 33% respondents share their limited information with researcher with regard to personal information whereas only 12% respondents generally provide the information.

Table 6 -Victims of misuse of personal information through internet

Responses	No	Yes	Total	
Social Media Fraud	Count	67	33	100
	Row N %	67.0%	33.0%	100.0%
Email scam	Count	69	31	100
	Row N %	69.0%	31.0%	100.0%
Financial fraud	Count	71	29	100
	Row N %	71.0%	29.0%	100.0%
Identity theft	Count	82	18	100
	Row N %	82.0%	18.0%	100.0%
Academic Fraud	Count	85	15	100
	Row N %	85.0%	15.0%	100.0%
Matrimonial frauds	Count	90	10	100
	Row N %	90.0%	10.0%	100.0%
Other	Count	84	16	100
	Row N %	84.0%	16.0%	100.0%

A Question was asked from the respondents “Have you ever been victim of the following for misuse of your personal information through Internet?” Responses to this question have been shown in table 6.

Table 6 shows that many respondents have been victimized by frauds such as misuse of personal information through social media (33%), email scams (31%), and financial fraud (29%) due to sharing personal information through the internet. Respondents have also been victimized by academic fraud (15%), identity theft (18%), and matrimonial fraud (10%).

Table 7-Important element for privacy of personal data

Responses	Frequency	Percent
Government policy	40	40.0
Companies of e-Gazettes/Mobile Apps etc	6	6.0
Self-Awareness	54	54.0

According to Table 7, the majority of respondents (54%) believe that self-awareness is the most important element for personal data privacy. Government policy is the second most important element, with 40% of respondents indicating its importance. Companies of e-Gazettes/Mobile Apps etc. are the least important element, with only 6% of respondents indicating their importance

Table 8- Ready to pay for protection of personal data

Responses	Frequency	Percent
No	35	35.0
Yes	65	65.0
Total	100	100.0

Table 8 shows that majority of respondents are ready to pay for protecting of their personal data whereas 35% are not ready to pay for the same.

7.0 Findings and conclusion:

- 70% of respondents reported feeling uneasy to provide information (Table 1)
- Respondents feel comfortable to share their personal information with Govt. Offices which has been ranked 1st with highest mean value i.e. 4.0600 whereas researchers are very less comfortable to share their personal information with NGOs and Private companies . (Table 2)
- Respondents feel more comfortable to share their personal information with regard to name, gender, educational qualification whereas respondents are very less comfortable to share their medical report, family background and income. (Table 3)
- Respondents also feel safe sharing their personal information individually. On the other hand, respondents are less comfortable sharing their personal information through telephonically, social media, and mobile apps. (Table 4)
- 40 % respondents ask for authentication of source for which researcher is asking information followed by 33% respondents share their limited information with researcher with regard to personal information. (Table 5)
- Many respondents have been victimized by frauds such as misuse of personal information through social media (33%), email scams (31%), and financial fraud (29%) due to sharing personal information through the internet. (Table 6)
- Majority of respondents (54%) believe that self-awareness is the most important element for personal data privacy. (Table 7)
- Majority of respondents i.e 65% are ready to pay for protecting of their personal. (Table 8)

Further, it has been concluded from the above findings that there is need to care while sharing information on internet and authentication is required before sharing information.

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