

ABSTRACT

Eldon Savero Marco (01051170190)

LEGAL PROTECTION OF CONSUMER PERSONAL DATA AS E-COMMERCE SERVICE USERS IN TERMS OF TOKOPEDIA USER DATA LEAKAGE CASES (NUMBER: 235 / PDT.G / 2020 / PN.JKT.PST)

(x+ 83 Pages)

The rapid development in technology affects various aspects of social life in Indonesia, especially with the internet. The internet plays an important role in improving the economy in Indonesia through ease of transactions for trade. This trading activity via the internet is known as e-commerce. With the existence of e-commerce has positive impacts for Indonesia, but there are negative things with the existence of e-commerce related to the security of the personal data of users who are consumers. Personal data is one of the essential things, especially with regard to payment methods, marketing and offers, so protection is needed to protect it. Protection of personal data greatly affects the development of the digital economy in a country, including Indonesia, because this protection becomes a factor that creates a sense of trust and security which is important in conducting online transactions. Regulations that regulate personal data are still scattered in several regulations such as the ITE Law, the Administration Law. Regulations related to the Tokopedia data leakage are the ITE Law, Government Regulation Number 71 of 2019 concerning Electronic System and Transaction Administrators, Regulation of the Minister of Communication and Information Technology No. 20 of 2016 concerning Protection of Personal Data in Electronic Systems. Regarding fines is still unclear in the regulations so that a Personal Data Protection Law is needed to unify the scattered regulations and clarify related fines.

Keywords: Protection, Personal Data, E-commerce

References: 38 (2008-2020)