

## ABSTRAK

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### ***THE ANALYSIS OF THE MINISTRY OF TRADE'S ROLE IN LEGAL PROTECTION OF PERSONAL DATA LEAKAGE ON TOKOPEDIA E-COMMERCE***

(vii + 90)

*Personal data is data that belongs to someone and is confidential, so it must be stored, maintained, and protected. In the development of technology and information technology, personal data information which includes names, email and mobile numbers is very valuable data because it has high economic value and can be obtained in the business world. Tokopedia is one of the largest E-Commerce in Indonesia. This E-Commerce aims to provide business opportunities for various products for business actors and assist consumers in finding and buying various items needed by them in life. On May 1, 2020, Tokopedia, one of the largest E-Commerce in Indonesia, experienced a leak of its user data. With incidents of leakage of personal data of E-Commerce users, they can be very vulnerable to being misused because it can lead to various criminal acts that can cause both tangible and intangible losses to consumers who shop online, for example, such as selling personal data of E-Commerce users. on dark web forums to fraud that can be done over the phone. The occurrence of personal data breaches violates the obligations of business actors to protect consumer personal data. The legal relationship between business actors and consumers as users of E-Commerce in its design requires equal status between the parties because the relationship between business actors and consumers is essentially a dependency relationship.*

*Keyword: Personal data, E-Commerce, consumer.*

*References: 43 (1945 – 2022)*