

ABSTRACT

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IMPLEMENTATION OF PERSONAL DATA PROTECTION ON GOOGLE STREET VIEW REVIEWED FROM THE PERSPECTIVE OF PUBLIC INTEREST AND PERSONAL RIGHTS

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This study examines the implementation of personal data protection in Indonesia in the context of Google Street View, focusing on the alignment between Google's practices and relevant regulations such as the Personal Data Protection Law (PDP Law) and the Information and Electronic Transactions Law (ITE Law). The findings show that Google has taken some steps to protect privacy, including blurring faces and license plates in its Street View imagery. However, significant gaps remain in regulatory compliance, particularly with regard to the collection of personal data without explicit consent, the lack of transparency in data usage, and limited user control over their data. Indonesia's legal framework offers strong protections for individual privacy, including provisions for individuals to request data deletion and seek compensation in the event of violations. However, challenges persist in the practical application of these laws. Public awareness about privacy rights remains low, and enforcement of regulations is limited, particularly when it comes to global companies like Google operating in Indonesia. There is also a lack of robust oversight mechanisms to ensure compliance with privacy regulations. Additionally, the study highlights weaknesses in reporting mechanisms and dispute resolution processes related to privacy issues. Strengthening these mechanisms is essential to provide more effective protection for individuals' personal data and ensure that their rights are upheld. Furthermore, enhancing public education about privacy rights and data protection will be crucial in empowering individuals to take control of their data and seek remedies in case of violations. This study emphasizes the need for a stronger regulatory framework and more effective oversight of global technology companies like Google. By enhancing data protection measures and increasing public awareness, Indonesia can strike a better balance between utilizing digital technologies like Google Street View and safeguarding individual privacy rights. Ensuring compliance with privacy laws and empowering citizens will contribute to a more secure and transparent digital environment in Indonesia.

*Keywords: Personal Data Protection, Google Street View, Indonesian Regulations
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