

BASES OF FORMING PERSONAL DATA MARKET FOR CITIZENS: SECURITY DIRECTION

In the context of the transition from the information society, which is based on the principles of globalization and informatization, to the intellectual one, the need for streamlining the processes of collecting and processing personal data has been intensified in Ukrainian society.

Considering personal data from the perspective of the social and economic categories, personal data of citizens acquire the functions of a product, and therefore are affected by goods/money relationship in terms of their product form. Security components of the processes for protecting personal data impart the properties of intellectual property objects to them. The symbiosis of the aforementioned properties of personal data forms the uniqueness of data states (not being used, in usage, in processing, in transmission, etc.), attributes (value, exclusivity, confidentiality, inalienability, etc.) and their other qualities. The process of positioning personal data as a new type of asset requires the development of provisions for their protection in the context of the formation of their public consumer and exchange value in the process of carrying out goods/money circulation of personal data and their security in the context of introducing intellectual property rights into the sphere of information relations.

The need to identify the level / index of trust and structure the mass information in terms of assessing the security of personal data requires the following to be classified as indicators that identify the problems of the personal data market in Ukraine: a comparative analysis of the economically active population in the country and the number of home subscribers for the Internet, the share of disposable income (per capita), and in the context of considering security aspects - the number of recorded cybercrimes and statistics on personal data leakage, including in cyberspace.

The need to ensure the security of personal data requires the development of provisions for regulating the behavior of subjects of relations related to the flow of personal data, the components of the organizational, economic and legal mechanisms for the protection of personal data in Ukraine, a comprehensive formalization of the institutional foundations of the formation of a personal data market.

Keywords: big data; Internet penetration; digital development; personal data security; counted cybercrime; personal data market; access to the personal data market.

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