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DATA PRIVACY LAWS AND ITS IMPACT ON INTERNATIONAL TRADESINTA DEWI ROSADI¹**ABSTRACT**

The development of information and communication technologies and the wireless business environment including mobile technologies which link to the internet and other information networks, still remain one of the most vibrant and dynamic global markets as more and more people are getting connected. New applications and services are being developed and users' online experiences are expanding throughout the world. Living in a networked society certainly brings exciting prospects for global businesses and international trade since these developments offer advantages and economic benefits. Notwithstanding the foregoing, these developments have made possible for business to collect, store, access and disseminate the information from anywhere in the world. This technology offers great potential for social and economic benefits for businesses, individuals and government, including increased consumer choice, market expansion, productivity, education and product innovation.

While this technology makes it easy and cheaper to collect, link and use large amounts of information, however, they are pose new threats to data privacy individuals, particularly consumers. Data privacy refers to the right of individuals to have control on how the information about them is communicated and prevent its abuse. As the data in online become a driving factor in the international trade where the business requires to input and access data 24-hours a day, at the same time consumers have an expectation that business will protect their data privacy. Therefore, in promoting international trade, it needs to develop regulatory systems for protecting data privacy of consumers in facing the global environment.

Given the importance of the above, APEC as one of influential economic regional trade organization trying to balance between international trade and data privacy protection by regulating data privacy principles in APEC's Privacy Framework 2004, and trying to adopt common data privacy standards with the ultimate goal in creating harmonization in the regulation in APEC member states.

Keywords: Data Privacy , Impact, International Trade Law

INTRODUCTION

The globalization era and the advances of information technology that has led to convergence, hence, most individuals in the world has become familiar with the internet. Internet as a primary platform for e-commerce that increase the transaction across different countries, thereby driving additional gain to international trade , as the internet enables cross-border data flows and as a driver of international trade. For instance, cross-border data flows are now intrinsic to e-commerce, from internet-based communications like email and platforms such as eBay and Face book that bring buyers and sellers together, from the financial transaction to purchase the product in other countries to the downloading of the goods and services (Meltzer, 2013, p. 1-2). Now digital global trade will take more than \$ 2 trillion in annual spending on information technology and services such as mobile, cloud computing and big data. This trend has brought a very significant effect not only for the IT sector but for the world economy as a whole and improve productivity, streamline operations and have created jobs and boost

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