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Protecting Privacy on Personal Data in Digital Economic Era : Legal Framework in Indonesia

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Protecting Privacy On Personal Data In Digital Economic Era : Legal Framework In Indonesia

Sinta Dewi Rosadi¹

¹Faculty of Law, University of Padjadjaran, Bandung, Indonesia

E-mail : sinta@unpad.ac.id

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Abstract: *Within the last five years it is noted that the people of Indonesia has become more aware of their privacy on personal data since their personal data is being collected, distributed and disseminated without their prior consent both by the government and businesses and their co-ventures . These businesses tend to commit violations by using and disseminating customers' data without the consent of their respective customers. This article focuses on Indonesian legal framework on the Privacy on personal data.*

It is argued that although there is existing laws in the privacy on personal data, however, those legal framework still developed in very sectoral nature. It is submitted that the most suitable regulatory concept for Indonesia is a combination regulatory concept, or hybrid concept., which protect Indonesian's and foreigner parties' interests privacy on personal data.

To investigate existing laws in personal data protection, this research examines both national as well as international and regional legal framework in personal data protection. Comparison between Indonesia and the practice of other ASEAN states is also conducted to determine the most suitable approaches in addressing the protection of personal data.

Keywords: *privacy, personal data protection, digital, legal framework, Indonesia*

I. INTRODUCTION

Indonesia's digital economy potential is huge and rapidly increasing and it is predicted that digital economy would contribute to the national economy nearly of 100 billion US dollars annually by 2025 and Indonesia is expected to become the largest digital economy power in ASEAN with the projected value of e-commerce transaction reaching 130 million US Dollars. One of the strong reasons for such a high value of digital transaction is due to the fact that Indonesian people is highly digital oriented i . Data from

the Indonesian Internet Service Providers Association (APJII) mention that Indonesian internet users are in the range of 52%, most of them access the internet on mobile for 4 hours per day. Furthermore, there are currently 370 million active SIM cards in Indonesia, much larger than the Indonesian population that has nearly reached 270 million . However, digital economy growth and utilization must be paired with privacy on personal data protection as one of the factors that will increase the trust in digital economy ecosystem. Privacy on personal