

DATA PRIVACY POLICY IN THE DIGITAL AGE: IMPLICATIONS, IMPLEMENTATION, AND IMPACT ON USERS

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Abstract

The development of digital technology has brought significant changes in the management of personal information, making data privacy policies a crucial issue in the modern era. This study aims to analyse the implications, implementation, and impact of data privacy policies on users, emphasising the global and national contexts, particularly after the enactment of the Personal Data Protection Law (PDP Law) in Indonesia. The research approach used is descriptive qualitative with literature analysis. The results show that data privacy policies have broad implications, including strengthening fundamental individual rights, increasing corporate transparency, and creating new data security standards. However, their implementation faces challenges in the form of low digital literacy among the public, high compliance costs for companies, and potential user resistance to the complexity of the policies. The impact on users is twofold: on the one hand, it provides legal protection and a sense of security, but on the other hand, it creates a dilemma regarding ease of use and limited access to services. Therefore, the success of privacy policies requires synergy between adaptive regulations, digital corporate compliance, and increased digital literacy among the public in order to create a digital ecosystem that is secure, transparent, and fair.

Keywords: Data Privacy Policy, Digital Age, Implementation, Implications, Impact on Users, PDP Law.

Introduction

The development of digital technology over the past two decades has brought about major changes in social interaction patterns, economic transactions, and information management. The presence of the internet and digital devices has not only facilitated access to information, but also created new spaces for human activities in various fields of life (AM Junaedi, 2025). The digital era has redefined the concepts of space and time because data can be transferred, processed, and distributed instantly across countries and even continents. In this context, data privacy has become one of the most widely discussed issues because the increasing dependence of humans on digital technology will always be directly proportional to the accumulation and exploitation of users' personal data (DNirwana, 2024).

Data privacy is essentially a fundamental right of individuals that is closely related to freedom, security, and control over the personal information that each person possesses. However, in practice, the digital era has given rise to various major challenges, because personal data is often viewed as a "new commodity" that has high