

Social Implications of GDPR

Introduction

The General Data Protection Regulation (GDPR) is a unique policy, that was established across the EU, in the year of 2018 to help protect citizens data, and change the whole view of data protection and privacy laws, within the EU. The main objective of this policy is to hold organizations across the globe accountable, for the way in which they collect and process information of Citizens Within the EU. This includes regulations in which all organizations must comply with, such as appropriate technological and operational safeguards, for protecting sensitive data (Tankard, 2016). However, the GDPR has speculated many social implications, since it was mandated in 2018. These implications expand further then technical and legal frameworks, individual rights, norms of society, and best global practices. This paper will investigate the social implications that arise from GDPR, the social factors that led to the development of the policy, the social consequences it concludes, and the way that cultural and subcultural differences have influenced GDPR.

Social implications of GDPR

The GDPR has advanced the way in which individuals across the EU control their personal information, from organizations, this has led to social implications in empowering citizens. The empowering of citizens has brought governance to them, on their personal information, which has strengthened their rights against organizations who handle their data (Teixeira et al. ,2019). This includes the rights for citizens to access their data, the right to adjust their data, the right to delete their data, the right to prohibit the processing of there data, and the right to transfer their data (Right of the Individual, N.D.). This helps citizens portray their voices against organizations, in the way which their information is used within there system and how and is processed. This helps to promote trust within digital platforms and advocates a high level of protection and privacy for citizens (Teixeira et al., 2019). Furthermore, the GDPR has raised

much awareness globally, in which many nations are looking to adopt frameworks similar in digital sovereignty, as the GDPR. This helps to build transparency across organizations, since they must be cautious in the way in which they collect and hold data, which improves trust to and increase the relationships between their customers (Uzialko, 2024). The GDPR has also made citizens more aware of their rights and the importance of protecting their information, which has shifted the realm of data privacy. However, GDPR has also caused many social implications, due to the strict rules and costly security measures it concludes. This has been a big issue for many small and medium sized organizations, who are not able to adapt to the compliance measures of GDPR.

Social Factors that Lead to the GDPR Establishment

The GDPR was implemented into the EU, due to the wide concern of data misuse that had occurred within organizations, inside the EU and globally. This caused for a mass number of breaches to occur, on organizations who misused data, in which that data would be leaked, and individuals, data would be caught in the matter. However, majority of the time individuals were unaware of how their data even got into possession of these certain third-party organizations that were getting breached, but it was organizations that they trusted, that was selling off their information for a profit. This was seen in the Cambridge analytical scandal, in which Facebook was selling off the information, of millions of their users, to the Cambridge organization which ended up getting breached, and having all their data leaked for all hackers to exploit (Confessore, 2018). This and other attacks lead to a rise in data protection rights, and a shift in data sovereignty, with the upbringing in the advancements in technology. Furthermore, GDPR was also implemented due to the issue in which citizens within the EU, wanted stronger protection of data rights, since their previous data protection were insufficient, and had many vulnerabilities, which lead to a call of greater transparency.

Social Consequences of GDPR Implementation

While the GDPR has established a shift in data privacy and works to empower its citizens, on how they want their data used, it also runs into many social consequences. This includes the effect in which it portrays on businesses that must spend a significant amount of funds to meet the standards of the GDPR (Layton et al., 2018). These security controls cost millions of dollars for organizations, that wish to operate within the EU and has a detrimental effect on organizations who violate the GDPR regulations, with fines costing more than 4% of annual revenue of the organization (Layton et al., 2018). This can be a major issue for smaller and medium sizes business, who can not meet the standards of the GDPR, and completely opt out of doing business with the EU, which causes much social strain (Layton et al., 2018). Furthermore, the GDPR, also runs into social consequences, since it improves public awareness of individual data. Which could lead to more individuals being aware of their rights, and protecting their sensitive information, more often then they every did before, with the continuous advancement of technology (prasad & Perez, 2020). This could limit out the innovation of technology, such as AI, in which needs a lot of data, to be able to continue advancing (prasad & Perez, 2020).

Reflection of Cultural and subcultural influences on GDPR

Cultural norms and values, have a major impact on how society, perceive and address the cyber realm. The GDPR is considered a result of both cultural and subcultural influences, that have played a significant role in the regulations upbringing, which focuses, its belief and views on data integrity and privacy. When it comes to the influences of cultural perspective on GDPR, it is primarily influenced from historical events (Kohl, 2023). which includes the totalitarian regimes in the 20 century. Which was a regime that was established to control their population, through the constant monitoring of individuals, such as from surveillance, and the wide-ranging

collection of data. This caused, many trust issues for individuals, in a nation in which data privacy, is normally heavily relied on. Which is why the GDPR works to offset these certain issues, and further protect its citizens from any misuse with its strict standards. When it comes to the influences in which subculture, has on the GDPR, it can range from a variety of experts such as tech experts, rights groups, and privacy commissioners, which play a major role in its development (Kohl, 2023). This includes listening to public understanding on various topics such as the misuse of data from organizations such as the Cambridge scandal, and other cyber threats, exemplifies the need for stricter regulation (Kohl, 2023). The incorporation of both cultural and subcultural influences has helped to create a framework that is highly regarded around the globe and pushes for digital sovereignty.

Conclusion

The GDPR has changed the scope of data protection and privacy laws within the Eu and further. The implementation of GDPR, was needed due to the constant concern of data misuse, breaches, and inadequate security controls. By granting individuals rights against organizations such as the right to access their data, the right to adjust their data, and the right to be forgotten. GDPR worked to empower individuals, and makes sure organizations met the top standards of data privacy. Furthermore, GDPR works to improve societal values, and impact global norms, which has met the standards of data protection in the view of society. However, GDPR requirements have been a major issue for smaller and medium sized organizations who look to do work within the EU, but cannot afford to, due to strict regulations and fines. Which is why there must be adaptations made from the standard, so organizations are able to implement GDPR and maintain it for as long as it established.

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