

**PRIVACY OF PERSONAL DATA AND ETHICAL RESPONSIBILITY IN THE
DIGITAL ENVIRONMENT: A SOCIO-PHILOSOPHICAL ANALYSIS**

Inomxo'jayeva Sanobarxon Muxammadixonovna

Namangan State University

Lecturer, Department of Civil, Criminal Law and Procedure, Faculty of Law

Abstract: Society's quick digitalization has greatly impacted the way people, their private data, and the organizations handling such data relate to each other. The study finds that the effective safeguarding of personal data privacy necessitates the establishment of solid legal frameworks as well as a radical change in the society's perception of moral duties in the digital domain.

Keywords: personal data, privacy, digital ethics, information society, moral responsibility, data protection, philosophical analysis, ethical transformation

Annotasiya. Jamiyatning tezkor raqamlashtirilishi shaxslar, ularning shaxsiy ma'lumotlari va bunday ma'lumotlarga ishlov beruvchi subyektlar o'rtasidagi munosabatlarni tubdan o'zgartirdi. Tadqiqot shuni ko'rsatadiki, shaxsiy ma'lumotlar maxfiyligini samarali himoya qilish nafaqat mustahkam huquqiy bazani, balki raqamli muhitdagi axloqiy majburiyatlarni jamiyat tomonidan chuqur anglashni ham talab qiladi.

Kalit so'zlar: shaxsiy ma'lumotlar, maxfiylik, raqamli etika, axborot jamiyati, axloqiy mas'uliyat, ma'lumotlarni himoya qilish, falsafiy tahlil, etik transformasiya

Аннотация. Стремительная цифровизация общества фундаментально трансформировала отношения между индивидами, их персональной информацией и субъектами, обрабатывающими такие данные. Исследование приходит к выводу, что эффективная защита конфиденциальности персональных данных требует не только надёжной правовой базы, но и глубокого изменения общественного понимания моральных обязательств в цифровой среде.

Ключевые слова: персональные данные, конфиденциальность, цифровая этика, информационное общество, моральная ответственность, защита данных, философский анализ, этическая трансформация

INTRODUCTION

The modern information society confronts the traditional ideas of privacy and ethical responsibility with challenges that are truly remarkable. The use of digital technologies to connect human beings has made the collection, processing, and use of personal data to such an extent that they are almost unavoidable. Philosophers have to take these phenomena very serious [1]. The value transformation in the digitalized society is not limited to technological change only but it is a foundation of a new moral territory, which, however, has been occupied to a great extent by individuals and institutions already. Data about people, formerly regarded as one's power and voice, has more and more been regarded as a resource and thus open to be bought, sold or subjected to public authority's monitoring [2]. This change of paradigm implies that the character of privacy as a moral right has to be reconsidered in light of new ethical situations created by digital pluralism. The law regulating personal data in the Republic of Uzbekistan

adopted in 2019 is one of the attempts to tackle these issues by providing legal protection against infringement of privacy rights; however, the basis of such laws also needs to be examined philosophically [3]. The research aims at analyzing the ethical aspects of personal data privacy and at mapping out the transformation of the society's value system and with it, the responsibilities caused by digitalization, thereby, making the ethical discourse in the information age larger.

METHODOLOGY AND LITERATURE REVIEW

This research uses an analytical method that is based on an extensive review of the literature from journals discussing the digital technologies, privacy, and ethical philosophy. The theoretical basis relies on classical views of privacy presented by Warren and Brandeis who talked about privacy as the right to be let alone and to lead a life free from intrusions and interruptions, and then this framework is adapted to the complexities of digital life [4]. Today's scholars have developed these initial ideas quite a lot; besides the aforementioned, Floridi introduces an informational understanding of privacy that considers personal data as part of individual identity rather than just providing information about it [5]. This ontological viewpoint, in a way, radically alters our interpretation of data breaches being just minor inconveniences but actually posing a threat to one's personal integrity. The scholarly tradition in Europe, especially that which has been influenced by the General Data Protection Regulation, views privacy as a fundamental human right that needs to be defended by thorough protection mechanisms [6].

Russian scholarship has been a major source of valuable analyses regarding the equilibrium between the rights of the individual to privacy and the interests of the society for security and thus has pointed out the conflicts that arise in transitional states of rapid digitalization [7]. Researchers from Central Asia have described the interactions between the traditional cultural values and the western concepts of privacy that have been imported and therefore, they have stressed the importance of the contextually sensitive approaches to the issue of data protection [8]. The philosophical literature on moral responsibility offers the most relevant academic frameworks for the discussion of how ethical obligations are distributed in the case of technologically complex systems, pointing out the problems caused by automated decision-making and algorithmic processing of personal data as the main focus [9]. The methodological strategy of this research not only accepts but also combines these different views and thus the production of an extensive and deep analytical framework able to deal with the complex and multifaceted aspects of privacy and ethical responsibility in virtual settings is guaranteed.

RESULTS AND DISCUSSION

The investigation points out that society's digital transformation has led to a new thought process regarding privacy and its corresponding ethical obligations. The classical concept of privacy which is based on the physical and non-physical spaces of private and public, cannot handle the issues brought about by the extensive gathering and processing of data. The digital world is such that people's information moves non-stop through different areas that were once separated, thus creating what researchers call a state of constant visibility that makes it impossible for one to develop himself or herself independently [10]. The ethical considerations resulting from such a transformation encompass not only the main players in the data economy but also the individual data sources, the organizations that collect and process data, and the governments that impose restrictions on such operations.

The concept of informed consent, which is considered the backbone of legal and ethical theories in data protection, is practically very much challenged by the intricacy and non-disclosure of data processing methods. Generally, people do not have the know-how to interpret the meaning of their consent while the power imbalance between data subjects and data controllers makes it hard for consent to be given freely. The actors of the law that this research has delved into have laid down some significant tenets, among the most prominent being the need for clearly defined purposes, the least amount of data necessary for processing, and the obligation to ensure that security measures are in place to protect the data. Nevertheless, such legal provisions are only as good as the cultural revolution that changes people's attitudes toward data and privacy being the main determinants of their effectiveness. The philosophical inquiry asserts that ethical stewardship in cyberspace cannot be limited to traditional individualistic paradigms that blame particular individuals for certain harmful actions and thus contribute to the harm. The multiplicity and networked quality of the harms resulting from data processing necessitate a change in the way we think about responsibility that is attuned to the collective aspects of digital ethics.

Organizations ought to cultivate cultures that respect the privacy of their users, adopt privacy-by-design strategies, and finally, make sure that their tech systems are in line with the core ethical norms. The conflict between the economic benefits of data gathering and the moral duty of privacy protection is one of the main ethical dilemmas facing the information society. The practice of treating personal data as a commodity, although bringing about a huge amount of economic value, runs the risk of turning people into data sources only and not being respected as the dignified subjects that they are. The value system change due to digitalization is accompanied by the change of social norms concerning the levels of transparency and monitoring that are considered acceptable, the change in people's expectations regarding the permanence and accessibility of their personal information, and the change in the understanding of the relationship between privacy and other fundamental values like security and efficiency.

CONCLUSION

The digital protection of personal data has turned into a legal and technical challenge but, more importantly, it has become a deep ethical issue that has to be resolved by philosophers. The change of values in society due to the internet necessitates the re-definition of the ethical responsibility that goes along with it. Consequently, the traditional frameworks have to be extended to embrace the distributed, systemic, and emergent aspects of digital harms. To successfully protect privacy, the approach needs to be a multi-faceted one encompassing not only the legal but also the social and educational aspects. This is reflected in the contemporary legislation around data protection which is one of the legal components. It is the combination of these elements that will make the privacy of individuals more secure. The law must recognize that data are an extension of a person's identity and dignity so that the measures taken to protect privacy are not only effective but also comprehensive and very much in line with the moral status of data subjects. Future research in this area will still be focused on studying the interrelationship between technology and ethics, and will pay special attention to the introduction of artificial intelligence and biometric identification, two areas that are challenging the traditional privacy concepts. The development of such inquiry is likely to lead the way towards the definition of ethical frameworks that will be capable of safeguarding human dignity and autonomy in the digital world of the future.

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