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An interdisciplinary study on changes
of personal information in the digital economy

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Abstract

In the midst of a rapid transition to a digital economy based on data, the Korean government is promoting various policies to converge and utilize “data dams” and 5G-AI.

Online customized advertising, in which business operators collect information on consumers’ online activities such as purchase and search history, web-site visit history, and application usage history, and provide them according to individual consumers’ interests, preferences, and inclinations, is on the rise. It is difficult to recognize the fact of using personal information or the difference from general advertisements, so it is difficult to make a reasonable choice.

In this regard, in view of the fact that indiscriminate use of personal information following the increase in new technology can fundamentally infringe on individual privacy, a stronger privacy policy is required than before, and inhumanity increases due to changes in the technological environment. Attempts to find various balance points from the perspectives of technology, ethics, philosophy, society, policy, economy, and consumption are becoming necessary to regulate the fundamental limits to respond to technological change from the perspective.

It is necessary to examine the new personal information paradigm through various interdisciplinary studies and review the direction of policies and legislation in order to present the direction of a new norm in the field of personal information where humans and technology can coexist. In other words, it is necessary to examine and analyze various theoretical and practical fields in multiple layers, and present and review the possibility and direction of building a new system through various debates and discussions between researchers and research groups, rather than a simple set of individual research results. do. In other words, recognizing that there is a trend of change by era in the discussion on the concept and scope of personal information, efforts to draw a social consensus on the level and scope of personal information protection legislation according to the change in the nature of personal information in the digital economy era.

Therefore, in this study, from an ethical and philosophical point of view, a new perspective of personal information as a data asset that has characteristics as an economic good in the digital economy era and personal information that is subject to protection of personality rights is considered in a balanced way, and social awareness of the type and scope of personal information is considered.

Changes in ethical and philosophical perceptions, and changes in the laws to protect the rights of data subjects following the conversion of the concept of personal information.

In other words, by examining the history in which the nature of personal information, which changes according to technological changes or lifestyles, and the corresponding changes in the concept and types of information subject rights have been reflected in policies and legislation for personal information protection as a personal right, the digital economy.

It is possible to present a balanced personal information policy direction according to changes in the perception of members of society in the era and a desirable improvement plan for the legislation that serves as the basis for policy implementation.

Key-words: Digital-economy Transition, Personal Information, Seeking Efforts for New Norms of General Data, Personal Data(Privacy&Value) 3.0, Social Context, Integrity, Right of Control, Perspectives on Strengthening the Rights of Personal Data Subject