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## Privacy policy of social media platforms.

### INTRODUCTION:

Social media platforms are now a days became the most used thing for communication and interactions. These social media platforms are the threat for the youngsters because it takes an individuals personal information and allows them to send Devi pictures personal data and many more things which are used by the hackers and the cyber criminals in a wrong way which hampers an individual's right and even causing them a lot of trouble. These platforms such as Instagram, Facebook, Twitter, Snapchat, tags the consent add the beginning of the account for the terms and conditions which may not be read properly by the user which should be avoided. These platforms usually update their privacy policies or determines and conditions which may not be read by the users as they belief to be the similar which they considered before, word in reality they will be a lot of changes in privacy policy as it was mentioned before .

### MAIN POINTS:

These platforms usually In beginning asked the users for the consent on privacy policies of Social media app. These policies may contain the following:

1. Types of information collected- They ask the consent in collection of personal information of the user like name,place,Date of birth etc.
2. Data usage and sharing- how and with whom data will be shared like for advertisement purposes . Or to show relevant content as per choices.
3. Privacy settings and controll- It gives an option for what to be visible to public and what to hide.
4. Update to privacy policy-As per updating it will ask again to users to consent accordingly for the same.
5. Legal compliance- It gives information how platforms works with suitable data protection laws and regulations.

### PRIVACY ISSUES ASSOCIATED WITH SOCIAL MEDIA PLATFORMS.

- 1) Preteen and young adolescent- preteen are now sharing personal information that is sensitive without understanding how it can be used by others in an harmful way . It can lead to theft and unauthorized access to

personal information. They are habituated to share their personal information which causing trouble to them . So it should be avoided.

- 2) Privacy configuration and vulnerability- As social media platforms update their privacy policies timely, people or the users should check and read it properly. Like in meta it gives an option of private or public account where in all cannot see posts only to whom shared can see. So their can be changes in update to privacy it should be ready properly.
- 3) Harassment, cyberbullying, stalking-there may be wrong use of personal information which is provided on the social media platform by the cyber stalkers or cyber bullies in a wrong way it may not always be by them it can even be by the colleagues or the friends which may trouble you with an ill intentional which may turn into privacy nightmares by the malicious activities originated from your account.it may put you into trouble which can be avoided by using social media platforms only for the important matters not for time pass.
- 4) false information-The more use of social media has become a fertile ground for the dissemination of misinformation. trolls is one of the most major issue among the individuals who are prominently active in online sphere. Manipulates individuals it authenticity.
- 5) Hacking-Add poses a significant threat on social media accounts due to extract information from social media profiles for instance utilising easily accessible details such as pictures passwords straight forward techniques while developing a comprehensive understanding of our identity and by social engineering attacks like phising or pretexting.

The personal data protection bill, 2019:

The bill provides definition for the key terms such as personal data sensitive personal data, data personnel, data fiduciary and consent.

The consent of the data personnel the PDP bill stipulates that consent must be obtained before processing personal data should be specified to the indeed person. Moreover in the case of sensitive personal data the bill requires obtaining separate concern for different categories of sensitive personal data providing the data personal with the choice.

Right to privacy:

the right to privacy is recognised and fundamental right in the earlier judgment of MP Sharma v satish Chandra, it was held that the right to privacy is not a fundamental right guaranteed under the constitution of India

In the historic judgement in the case of puttaswamy versus union of India right to privacy was declared as fundamental right falling well within the boundary of article 14,19 and 21 of the

constitution of India. According to the right protecting all personal information of every individual from even the state scrutiny there for any act anyone including the state which in presence right to privacy off an individual is subject to strict judicial scrutiny..

### **Conclusion:**

It can be concluded that there is a need to make changes in the social media right to privacy. The present statue dot design information and technology Act 2000 has been widened explaining in greater detail issue related to privacy and social media. There is a need to make people aware regarding their privacy rights and to make aware them to read the rules and regulations are the privacy policy of the social media platforms ignorance of which may hamper their right to privacy and even make them to be in the big trouble such as cyber hacking cyber crime and even hacking or theft.

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Citation-

- 1)Personal data protection bill 2019
- 2)Right to privacy art 14,19,21

Cases referred:

- 1)Puttaswamy v union of India
- 2)Mp Sharma v Satish Chandra.

