



Data Privacy and Technological Ethics in Rural Area

N.S. Porji^{1*}, V. J. Mhatre², R. P. Naik³

^{1*}Assistant Professor, Department Of Information Technology, Changu Kana Thakur Arts, Commerce and Science College, New Panvel, Maharashtra-410206, neha.porji1994@gmail.com

²Department Of Information Technology, Changu Kana Thakur Arts, Commerce and Science College, New Panvel, Maharashtra-410206, vaishnavmhatre10@gmail.com

³Department Of Information Technology, Changu Kana Thakur Arts, Commerce and Science College, New Panvel, Maharashtra-410206, rahulpradipnaik@gmail.com

***Corresponding Author:** N.S. Porji

*Assistant Professor, Department Of Information Technology, Changu Kana Thakur Arts, Commerce and Science College, New Panvel, Maharashtra-410206, neha.porji1994@gmail.com

<i>Abstract</i>	
	<p>In today's world of rapid increasing of technology, Data privacy and Ethics has become a major concern. The complexity of data and ethics poses incredible issues by collecting user personal information in digital world. the Digital service company usually bear responsibility of protecting users' personal data from unauthorized access however issue arise when service provider and platforms do not protect user collective data, and this led to data misuse and exposing sensible data of the person. To handling once data responsibly and ethically is important for safeguarding people's rights and preserving public trust. This study examines the ethical challenges in emerging technologies, including data privacy and ethics. The paper aims to provide awareness of data privacy and ethics in technology.</p>
CC License CC-BY-NC-SA 4.0	Keywords: <i>Technology, Data, Data Privacy, Ethics, Digital services, Personal data</i>

Introduction:

The digital era of technology is growing rapidly and it enable us to live in a world of innovation and connectivity. But this digital transformation has also raised questions about the privacy and ethics of personal data. Living in the digital era means everything from our browsing habits and interactions are been observed and been collected. The potential benefits of this era are huge, from many services to medical breakthroughs and increased efficiency across different industries. However, this massive growth of data also raises important ethical issues, which are changing how we interact with companies using technology and information. The paper emphasizes the urgency of proactive efforts to protect privacy and maintain ethical standards in technology. As we navigate the evolving landscape of privacy and ethics, it is essential to recognize that the challenges are dynamic, and solutions are evolving. This study mainly focuses on rural areas to make them understand awareness of how important data privacy is? . Data privacy in rural areas is challenging due to the lack of knowledge on Data Confidentiality and Cyber Ethics. Hence people in rural areas are getting scammed by getting fake calls/messages to overcome such complication knowledge about data privacy and Cyber Ethic is important.

Objectives

- Importance of Data privacy and Technological Ethics
- To make them understand why Data privacy is important
- To analyze Data privacy in real time.

Literature Review

Data privacy and ethics in technology also is focus on academic research, the growing importance of protecting your personal data in our digital world many researchers also have examine changing environment of data privacy and ethics in a technology

Gloria González Fuster & Serge Gutwirth. "Research Paper on Ethics, law and privacy: Disentangling law from ethics in privacy discourse", (2014). The paper challenges the validity of an "ethical-legal" perspective on privacy, arguing that it is impossible to address the articulation between law and ethics from a neutral, un-aligned perspective. It suggests that ethics and law should remain uncoupled, regardless of their intersections. [1]

D. Primeaux & J.E. Ames."Personal, private, secret, public [ethics of data privacy]", (2002) This paper explores the concept of privacy and technology, arguing that understanding privacy depends on understanding related terms like "personal," "private," "secret," and "public." It provides an ethical position, discusses the implications of this analysis on privacy within a democratic state, and revisits the issue of personal data ownership.[2]

Yasser A. AlQahtani & Adel A. Marghalani."Research Paper on Digital Ethics and Privacy: A study about digital ethics issues, implications, and how to solve them", (2019). This paper discusses the rapid growth of IT that has led to a significant concern about privacy and ethical issues in big data analysis.[3]

Polonetsky, Jules and Tene, Omer. "The Ethics of Student Privacy: Building Trust for Ed Tech", (2014). The article explores the potential benefits and risks of data-driven education technologies, highlighting their potential to improve student performance, evaluate teachers, and optimize resources. The article suggests a trust framework, increased transparency, and ethical guidelines for data use.[4]

Lubna Luxmi Dhirani, Noorain Mukhtiar, Bhawani Shankar Chowdhry and Thomas Newe."Ethical Dilemmas and Privacy Issues in Emerging Technologies: A Review", (2023). The purpose of this paper is to review Industry 5.0, a digital transformation enabling mass customization and production efficiencies using emerging technologies like universal machines, autonomous robots, self-healing networks, and cloud data analytics. It discusses the ethical challenges associated with these technologies and suggests ways to mitigate legal and regulatory issues, highlighting the complexity of compliance.[5]

Data privacy

In general, data privacy refers to a people's ability to choose when, how, and how much of their personal information can be provided to third parties. One's name, location, contact details, and online and offline activities can all be considered forms of personal information. Data privacy is important as it safeguards personal information from cybersecurity threats and ensures access control. As digital tools and technologies advance, sharing data with companies and services can enhance user experience, making it essential to protect personal information.[6]

Technological Ethics

Ethics, derived from the Greek word "ethos," is a philosophy that focuses on human conduct and societal behavior, examining rational justification for moral judgments and determining what is morally right or wrong [7]. Technology ethics refers to a set of values that follows guideline towards development and use of technology in a way that follows social standards. It ensure that everyone using technology is treated fairly and with incorrect benefits. Technology ethics is the ethical issue of how technology damages & impacts individuals, society, and the environments. As new technologies develop and older ones advance, it's essential to continually evaluate their implications and discuss responsible use.

Research Methodology:-

The piece of study mainly focused on understanding various challenges used for Data privacy and Ethics in Technology. The data is collected through structured google form and the respondent were asked to fill the
Available online at: <https://jazindia.com>

form according to their convenience. The respondent were first properly explained with the aim of study to obtain their consent. No questions were asked that may hurt the sentiments of respondents, all questions were related to the study only. This form was provided to people in rural areas (“Mumbai and Navi Mumbai division”). From which we received 100 responses.

Analysis Result: -

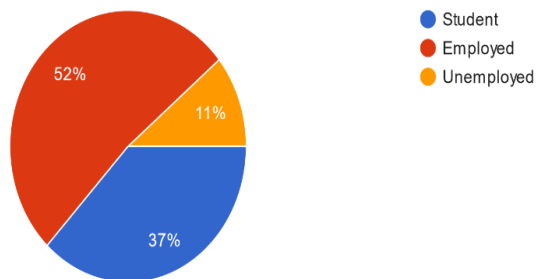


Figure 1: Your current status

According to the survey, 37% of response was form Student, 52% are form Employed and 11% are form Unemployed.

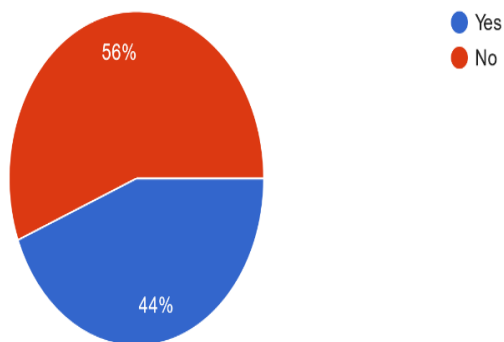


Figure 2: Awareness of data privacy and ethics

Based on this survey, 56% of users are not aware of data privacy and ethics in technology, while 44% of users are aware about of data privacy and ethics in technology.

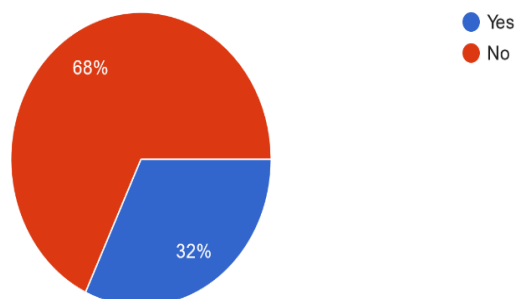


Figure 3: Knowledge of privacy law

Survey result shows, 32% of users have knowledge about what data privacy is & their laws, while 68% of users do not know.

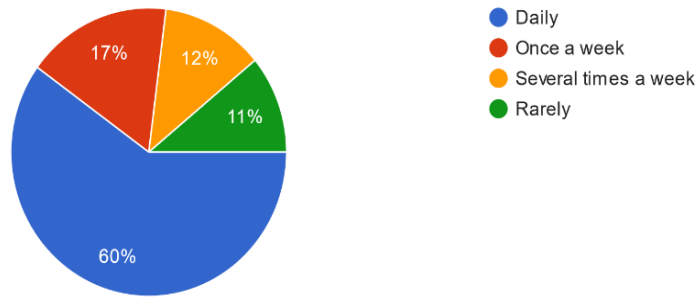


Figure 4: Frequency of Using online services or platform

Represent the frequency of online used services, 60% users say they Daily use online services and platform, 17% users say they use online services and platform Once a week, 12% users say they use online services and platform Several times a week, while 11% users say they Rarely use online services and platform.

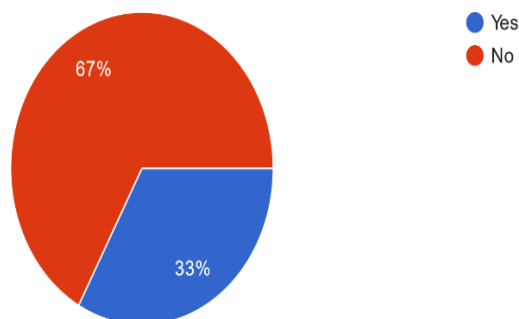


Figure 5: Reading privacy policies before using apps or services

As per the above chart, 67% of users do not read privacy policies or terms & conditions before using new applications and online services, while 33% of users read privacy policies or terms & conditions before using new applications and online services.

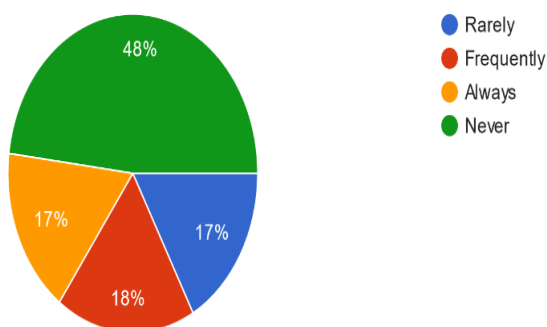


Figure 6: Updating your privacy settings

Based on the study result, 17% users say they Rarely change their passwords and update their privacy setting, 18% users say they change their passwords and update their privacy setting Frequently, 17% users say they Always change their passwords and update their privacy setting, while 48% users say they Never update their privacy setting and change their password on social media & other platforms.

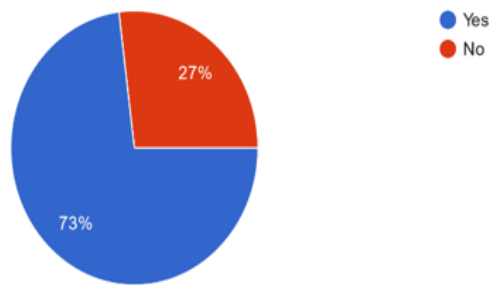


Figure 7: Comfortable with sharing your personal information online

The analysis shows, 73% of users say they are comfortable with sharing their personal information on online media & other platforms, while 27% of users are not comfortable with sharing their personal information on online media & other platforms.

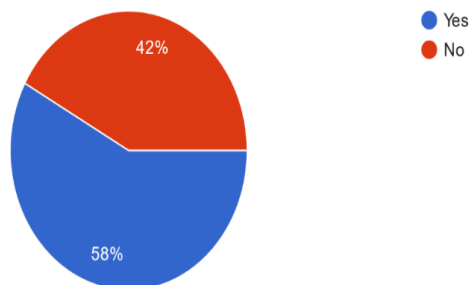


Figure 8: Ever experienced your data misuse

Data collected during survey shows, 58% of users have experienced misuse of their personal information by technology Company, while 42% of users have not experienced misuse of their personal information.

Conclusion:

As technology continues to transform our lives, data privacy principles become more important than ever. As internet is vast and inter-connective network sharing personal information over internet is not secure. The survey results shows that 73% of people are comfortable with sharing their personal data online due to a lack of awareness of data privacy and ethics. From the above collected data, the objective of this paper is satisfied, the result shows the negative shift towards privacy, and even the people are not taking their personal data seriously.

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