Privacy Concern

In the modern era, Mobile applications and Online applications have been a major convenience to majority of the people in the world. With just a tap of a button you are accessed to online markets that sells whatever item you need, educational videos online that teaches you on whatever you need to learn and many more. Even with these advantages, there are also cons that can cause major harm to users. The main concern of privacy for users is their personal information being breached through these online platforms. For example, websites like Shopee require you to enter your credit card information when you are about to purchase an item. This makes the user questions the integrity of the website as their information would be stored. Any possible hacks, or leak of information can harm the user in the sense of them being scammed. As now the online criminal trend is scamming, most users actually are tricked into entering their personal information into unknown websites that are portrayed to be trusted.

Most public websites carry a high risk of your personal information being leaked. At any given moment of time there can be a breach of data. Based on these concerns, We have found a solution to prevent any information that can be possibly leaked out for our application. The users of our application will be protected under PDPA(Personal Data Protection Act). The PDPA was introduced in November 2015 in Malaysia, establishing a framework to safeguard personal information of users across all platforms. Anyone who stores personal data under the account of business transactions are obligated to follow some core principles which are :

**General**

App owners are not allowed to use or obtain personal information unless the user has given their written consent. Personal information can only be used for reasons under the law and it has to be related to the functionalities of the application, meaning only requiring a specific part of the data.

**Access**

**Users will always have access to update their personal information if it is misleading, incomplete, not** accurate and outdated. App owners are allowed to refuse the updated information if the information is not agreed upon.

**Data integrity**

App owners must ensure that all personal information collected is updated, accurate and not misinterpreted. When additional information is required, app owners must let the users know before obtaining it.

**Security**

App owners must take specific steps that ensures the safety of personal information that are updated by the users to prevent abuse, accidental disclosure or from destruction or loss. These ways must be documented in a privacy policy that can be accessed by the user.

**Intellectual property right**

Based on the various intellectual rights I have studied, in my personal opinion, My team and I would use is on utilizing trade secrets with confidential agreements. Recognizing trade secrets and learning how to protect them are two of the most important steps you can take. Confidentiality Agreements or some call it NDA, enables us to work with certain partners we need for ensure the success of our application. NDA’s are best when its altered to meet our specific situation where it reflects a clear two way communication between us and our respected partners. This gives us flexibility that allows us to protect our intellectual property with all our relationships.

A suitable NDA can be signed before our first meeting on the first day, which also removes the stress of paperwork, worrying about fees or even filing. We decided to choose this intellectual property right because a good NDA agreement allows us to move quickly while protecting our trade secrets from high risks. The NDA agreement is very straightforward as it is only known to the people that are present in the agreement.

**Effect on Society**

Let’s start general, from ordering food, going to malls outside, booking transport and to even navigate to a location. All of these things and more has transitioned to just a tap of a button. Mobile applications gave a whole new meaning to “The sky’s the limit”. It had completely changed the way we work, the way we live and the way we communicate. With the help of this new era, it connects us to people that we dearly missed who are far away, enabling us to video call them. Shopping has always been tiring whenever you need to drive to a specific mall, but now all you have to do is tap the items you want and the items will be sent to you. Need to know how much calories have you lost after a 10km run? Now with apps that keep track of your run, you know everything. Closing down the corner, applications for students that are versatile, tutoring them in subjects they need to learn, allowing students to submit assignments online, giving access to chapters they might have missed in class. With our application, it makes students that are heavily interested in sports clubs, or educational clubs, events they want to attend more convenient. In majority of universities, there is no application allowing students to join a club, or have knowledge about upcoming events that might interest them. Our app affects students in universities in a convenient way where they can access all information about clubs with the tap of a button.

We also have implemented policies that protects our users personal information enabling them to use our application risk free and they will also have a sense of security.

References

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