

ENGLISH TASK:

# ***The Digital Privacy Paradox: Personal Data Protection in the Age of Social Media***

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# ***Rapid Digital Transformation***

- Internet & social media reshape communication globally.
- Data flows across borders instantly, turning personal information into a valuable digital asset (“new oil”).
- However, widespread data collection poses significant privacy risks.

## **Key Question:**

**How can we protect privacy rights while benefiting from digital technology?**

A person's hands are holding a smartphone. The screen of the phone displays an NFT image, which appears to be a colorful, abstract design. The background of the slide is a dark, blurred image of a person holding the phone.

# ***Global & Regional Data Breach Trends (2025)***

## **Worldwide Breach Facts**

- Nearly 94 million records leaked in 2025 so far. [Statista](#)
- Average global cost of a data breach: ~USD 4.44 million. [Sci-Tech Today](#)
- Human error accounts for ~60% of breaches. [Sci-Tech Today](#)

## **Regional Insight - APAC**

- ~40% of online users in Asia Pacific experienced unauthorized access to their personal information.

# Indonesia: Internet Usage & Security Incidents

APJII Survey and Kontan.com

**80,66 %**  
Indonesia internet  
users

**22,12 %**  
Users

Online Fraud

**14,36 %**  
Users

- Data theft / hacking / phishing

**10,89 %**  
Users

Malware and viruses

A person's hands are shown sorting through several film strips on a wooden desk. To the left, a vintage-style camera with a large lens is visible. In the background, a laptop is partially open. The scene is dimly lit, with the primary light source coming from the laptop screen, which is out of focus.

# *Personal Behavior & Data Sharing*

## **Why Users Share Data**

- 23.90% share personal data for promotions/discounts. [GoodStats Data](#)
- 16.45% share for contests/giveaways. [GoodStats Data](#)

## **Implication:**

Users often volunteer sensitive information without fully understanding privacy risks.

# *Privacy Paradox*

**Definition:**

Users express concern about privacy but often neglect protective practices for convenience.

**Example User Behavior**

- Weak or reused passwords
- Clicking unknown links
- Accepting easy login options

**Global Reminder:**

16 billion login credentials were uncovered exposed online, including credentials tied to major platforms like Facebook & Google.

# *Core Concerns*

## **Main Issues:**

- Increasing volume & sophistication of data breaches.
- Users often unaware of privacy implications.
- Legal frameworks (especially in Indonesia) are not yet comprehensive.

## **Resulting Risks:**

- Identity theft
- Financial loss
- Loss of trust in digital systems

# *Key Theoretical Concepts*

## **Privacy as a Fundamental Right**

- Defined as control over personal data sharing, storage, and disclosure.
- Closely linked to self-determination and autonomy.

## **Legal vs Behavioral Gap**

- Even where laws exist, weak enforcement and low user literacy amplify privacy risks.

## *Key points*

# *Policy & Practice Recommendations*

### **For Governments**

- Strengthen comprehensive data protection laws
- Mandate transparency & accountability
- Ensure breach reporting requirements

### **For Service Providers**

- Implement privacy by design
- Provide clear user consent options
- Use encryption & strong authentication

### **For Users**

- Use unique, strong passwords
- Enable two-factor authentication
- Be cautious sharing personal information

# ***Conclusion:***

## **Core Message**

Personal data protection requires a multi-stakeholder approach:

- Individual awareness
- Organizational accountability
- Robust national regulation

**If privacy is left to chance, millions will remain vulnerable.**

*Any  
Question?*