

The conflict between privacy and database technology indeed is a key challenge to address in the digital world of nowadays. On the other hand, database technology has afforded to the individuals amazing levels of convenience, efficiency, and linkage in various spheres of their existence. This generation has grown up with the social media platforms such as YouTube, Facebook, Twitter where users can share the news, feeds, posts, personal information in a public forum. This may exhibit different attitudes towards privacy as compared to the earlier generation. This familiarity with sharing information may lead to a perception that privacy is less important.

But this does not mean that privacy is less valued by this generation. Rather, it may indicate a different understanding or expectation of privacy in the digital era. Every individual in this generation still values their privacy and may be concerned about the potential misuse of their personal data. Along with the wide spread of database technology in our modern world, a conflict between privacy and technological development becomes more vulnerable. There are several ways which can ensure the privacy of data of an individual:

Technological Solutions: Encryption, anonymization methods, and decentralized database systems may be the key solutions to the privacy issues concerning database systems. These technologies are especially useful in terms of data safety and privacy regulations since they encrypt the confidential details, which in turn helps limit the access to sensitive information as well as empower the users to have the authority over their data.

- *User Education and Awareness:* By arranging different types of security awareness programs regarding privacy issues we can educate users regarding the importance of safeguarding their personal data, how to browse online data, security best practices etc.
- *Ethical Considerations:* Organizations and developers should follow privacy-by-design principles, GDPR, HIPAA privacy rules (Berecki,2019) while developing software products and services. This approach will help to protect users' privacy throughout the data lifecycle.

In conclusion, the tension between privacy and database technology underscores the need for comprehensive approaches to data governance and privacy regulation. Though database technology supplies absolute ground for the innovation and efficiency it is however necessary to guarantee the right of privacy as far as the digital age is concerned. While in the mid-term period addressing the existing privacy issues is the need of the hour, a perfect synthesis of regulatory measure, technical solutions, education, and ethical consideration will help in uphold the fundamental rights of all people in the digital environment (Shosteck,2022).

References:

Berecki, Beata. (August 2019). "10 Data Protection Regulations You Need to Know About". Online: <https://www.endpointprotector.com/blog/10-data-protection-regulations-you-need-to-know-about/>

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