ISYMUN

Issue: ***The right to privacy on social media***

Committee: Environment-Technology

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Introduction:

In a world where technology and devices are widespread, social media play a fundamental role in particular towards teenagers to develop a whole/multi connected environment. This sort of mistreatment is spreading more and more all over the world. While an increased number of children download social medias, hackers use low privacy to take advantage over uses. Not only world low privacy in social medias is a worldwide issue, but also is a threat to privacy. After lockdowns, privacy in social medias turned out quickly into a serious international question.

Definitions of key terms:

- Data: facts and statistics collected together for reference or analysis.

- Low privacy: is the ability of an individual or group to seclude themselves or information about themselves, and thereby express themselves selectively.

- Social medias: it refers to websites and applications that are designed to allow people to share content quickly, efficiently and in real time.

- Online privacy: it is the level of privacy protection an individual has while connected to the Internet. It covers the amount of online security available for personal and financial data, communications, and preferences.

- Data mining: Everyone leaves a data trail behind on the internet. As soon as someone creates a new social media account, they provide personal information (name, birthdate, geographic location, and personal interests). All of this data is stored by companies to better target advertising to their users and share it without users' knowledge or consent.

- API: Application Programming Interface. Functions with the goal of allowing different systems, applications and devices to share information with each other, the exchange of data or functionalities inside and outside companies

- GDPR: **the reference text for data protection at European level** that sets guidelines for the collection and processing of personal information

- Open data: It is data that anyone can access, use and share. Data can be accessed because it is available online. Data can be used because it is available in a common, machine-readable form.

- Malware: it is a generic term used to refer to a variety of hostile or intrusive softwares

Key issues:

I) SOCIAL TRACKING

Social media platforms tend to track information about the way that you use these networking sites. They can analyse this activity to find out more about the type of person you are and what content can be fed to you. Algorithms exist to use user's past behaviours to create a content based on their beliefs and interests. They are also used to spread radicalism and extremist thinking in online spaces.

II) DATA COLLECTION & ANALYSIS

Data analysts can create profiles for you through the information that you post on your social media profile. By analysing the type of websites you visit, adverts you click on and your personal information, analysts determine the type content that is likely to interest you. This information can then be sold to various businesses for their financial benefit.

III) MALWARE & BOTS ATTACKS

If somebody has clicked on the link that was sent to them through messages described in the previous point, their account can be compromised. Their computer could also be affected, exposing the data that it stores. A bot is an automated account that can follow people and create posts just like a regular social media account. They can steal data, share malware and help cybercriminals to hack into accounts and gain personal information.

General overview:

Today, about 4.62 billion people or 58.4% of the world population use social-media and this number keeps on growing. (According to https://www.cyberghostvpn.com/privacyhub/countries-ban-social-media/) Many countries are worrying about this number growing and have to find the best solution to the issue. Depending on your political position and point of view, your country will judge differently the issue of privacy and find its own solution. Since 2015, blocking social-medias has become a popular solution.

Major actors:

CHINA, NORTH KOREA, IRAN (ASIAN COUNTRIES) China has banned medias but also VPNs except under governmental controls. Social-Media blocking in China has to do with what was going with the Uyghurs so that communication from activists could not be made Iran also blocked social-medias to block access to anything that’s against the Islamic faith and government’s standards. All of these restrictions lead to manifestations from the citizens. In north Korea, **there is no freedom of expression**.

The media is completely **state-controlled** and serves as the mouthpiece of the government. Social media platforms like **Facebook and Twitter are all banned in the country**

RUSSIA During the war between Russia and Ukraine, according to some sources the Russian government censored sites like Facebook and Twitter that they accuse of spreading false information about the war. A lot of misunderstandings are issued from the Kremlin and Russian government whereas they claim having censored and banned certain social medias such as the META group, twitter but in reality this concern isn't that clear. Nowadays Telegram has been the only form of link for the Russian population. However, this social media is obviously handled by the Russian government and provides spreading false information about the war.

USA the United States of America even though known for a high development in terms of technology appear to remain far behind the European countries for privacy in social media. The most famous example is the scandal Facebook-Cambridge Analytica: The data of some 87 million users of the world's most popular social network ended up in the hands of this data analysis firm (Cambridge Analytica) which later worked for the campaign of 2016 US Republican presidential candidate Donald Trump. The group also acknowledged that the data of 2 billion people may have been retrieved without their consent at one time or another.

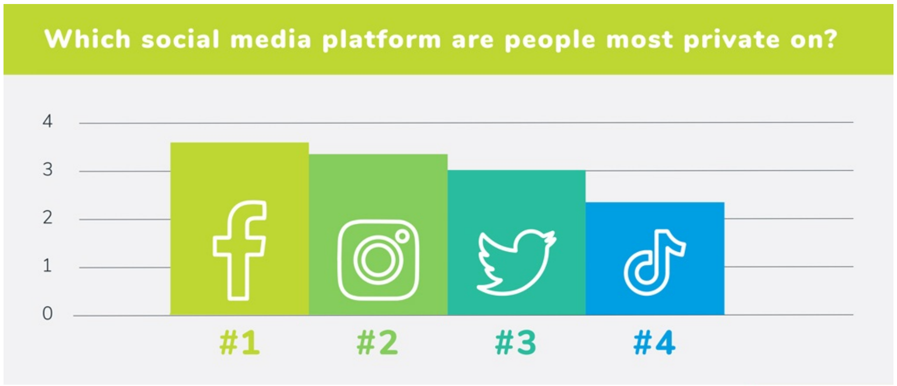
EGYPT During the Egyptian revolution of 2011, social medias were used by the people to give them a voice and power. Indeed, Hosni Moubarak was the president at that time and was menaced by the people. Egyptians used Facebook, Twitter and Youtube to communicate and organize manifestations to stop their president from gaining more power. The government finally closed access to Internet for a certain amount of time in February 2011.

EUROPEAN COUNTRIES Europe is very concerned about the right to privacy. Indeed, According to European legislation, the right to protection of personal data is a fundamental right of the individual, in agreement with the provisions of Article 8 of the European Convention on Human Rights + the Charter of Fundamental Rights of the European Union. It not only protects the general right to freedom from interference in one's private life, but also the more specific right to the protection of personal data.

Previous solutions:

- In 2022 Australia introduced a social media (anti-trolling) bill along with an online privacy bill to protect its citizens online.
- May, 2018 GDPR aims to protect individual consumers and give them more control over their data in EU.
- The California Consumer Privacy Act of 2018 is a state law designed to strengthen privacy rights and consumer protection for residents of the state of California, USA which came into effect in 2020.
- On 10 December 1948, the United Nations General Assembly adopted the Universal Declaration of Human Rights (UDHR), in particular the article 12 about the right to privacy: "No one shall be subjected to arbitrary interference with his privacy, family, home or correspondence, nor to attacks upon his honour and reputation. Everyone has the right to the protection of the law against such interference or attacks."

Questions to consider/reflect on:

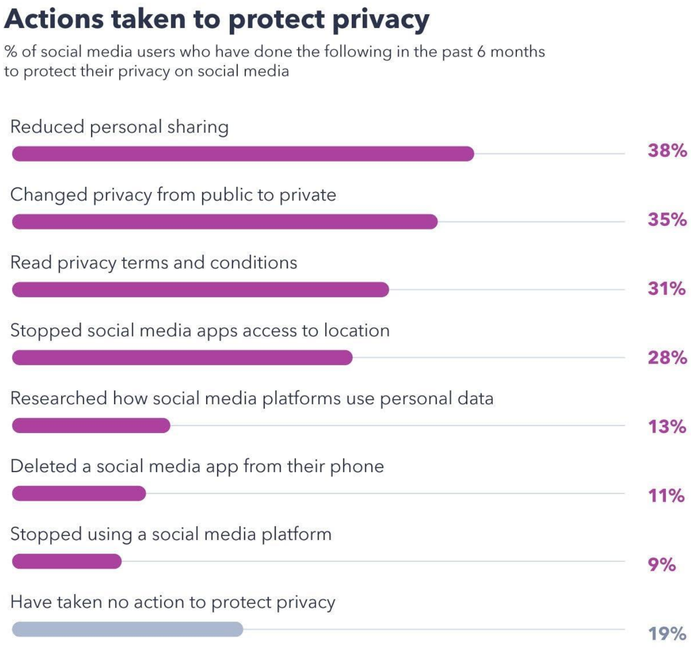

Which social media platform are people most private on?

YOUNG and OLD

The young and the old have one thing in common: **people 18-24** and **54+** are more likely than other age groups to make their social media accounts **public.**

LOGIN SOLUTIONS

More than **71%** of respondents between 18-24 keep social media accounts because they **use them** to **log into other accounts.**


Actions taken to protect privacy

% of social media users who have done the following in the past 6 months to protect their privacy on social media

Source: GlobalWebIndex March 2020 **Base:** 1,738 (U.S.) and 1,585 (UK) social media users aged 16-64

Questions to reflect on:

- What is your country's position on the subject? How does it handle the issue?
- How did the issue impact your country?
- What are the consequences of online abuse? What can it lead to?
- What infrastructures could be made so that privacy can be respected?
- How could hackers/ intrusions in privacy could be punished? stopped?
- How can the owners of platforms can prevent online abuse?
- Are VPN's a solution?

Appendix:

Further reading:

- Countries that have outlawed social media: https://www.cyberghostvpn.com/privacyhub/countries-ban-social-media/
- How the right to privacy between the United States and Europe has evolved: https://www.sclalawreview.org/the-evolution-of-the-right-to-privacy-between-europe-and-the-united-states/
- "5 key questions on social media data access & privacy concerns":

  https://sentione.com/blog/key-questions-on-social-media-data-access-and-privacy-concerns

Bibliography:

« Chart: Where social media is suppressed- Statista » Jan 17, 2022

Where social medias are banned:

https://www.statista.com/chart/23804/countries-blocking-social-media/

How companies manage data privacy across social media platforms:

https://digitalmarketinginstitute.com/blog/social-media-privacy-guide

How is social media invading privacy:

https://www.fourview.com/blog/how-is-social-media-invading-your-privacy/

Important privacy threats in social media:

https://www.loginradius.com/blog/identity/social-media-privacy-threats-2022/

Main privacy issues in social media in 2020:

https://sopa.tulane.edu/blog/key-social-media-privacy-issues-2020

CNIL: a website that helps users to manage their personal information and be aware of their rights on internet:

https://www.cnil.fr/