

Consumer Data Protection Amidst the Rise of Online Loan Services: Safeguarding Personal Data Privacy

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ABSTRACT

In today's rapidly advancing technological era, safeguarding personal data is paramount in ensuring the privacy and security of individuals while preventing misuse or unauthorized access to their private information. As information technology and the internet continue to evolve, personal data has become a highly valuable asset for many companies and organizations. Threats to the security of personal data, such as irresponsible data dissemination in online lending operations, have the potential to lead to a host of serious issues, including identity theft, financial fraud, privacy breaches, and identity theft. The research method employed here is the normative legal research method. In Indonesia, the protection of personal data is governed by Law Number 27 of 2022 concerning Personal Data Protection. This law provides a crucial legal framework for safeguarding the privacy and security of citizens' personal information, with clear definitions and broad scope. Its aim is to protect individuals' rights related to the collection, use, processing, storage, and deletion of personal data by involved parties. The foundation of personal data protection regulation in Indonesia also rests on the principle that personal data protection is a fundamental human right that is inviolable, as recognized and respected by the 1945 Constitution of the Republic of Indonesia. The Personal Data Protection Law has established criminal sanctions for offenders, such as those involved in personal data theft or unauthorized data dissemination, with the hope of deterring such actions and upholding the privacy and security of individuals' personal data.

Keywords	Personal Data Protection; Privacy and Security; Legal Framework
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Manuscript History: <u>Received:</u> 2024-02-06 <u>Accepted:</u> 2024-07-22 <u>Corresponding Author:</u> Muhammad Tri Andika Ramadhan, arsenio10vip@gmail.com	 Legal Spirit is Licensed under a Creative Commons Attribution-ShareAlike 4.0 International License Indexed:     Layout Version: V8.2024

INTRODUCTION

The phenomenon of online lending is a rapidly growing practice in the digital era, where individuals can apply for loans online through specialized platforms or applications provided by loan service providers. This practice enables consumers to gain quick and easy access to loan funds without having to go through the complex and lengthy processes typically associated with traditional financial institutions. Online loans are often offered in various forms, ranging from unsecured loans to secured loans that require assets as

collateral for payment.¹ Due to its fast and uncomplicated process, online lending has become the preferred choice for many individuals in need of emergency funds or additional capital for various purposes, such as daily expenses, education, or business capital.

However, the phenomenon of online lending also presents several challenges and risks. One of the main risks is related to the high interest rates and administrative fees often imposed by online loan service providers.² Because of its quick and easy nature, online loans tend to have higher interest rates than traditional loans, which can burden consumers with heavy financial obligations. Additionally, aggressive debt collection practices and a lack of transparency in contract terms are also major issues frequently faced by consumers taking out online loans. This phenomenon requires serious attention from regulators and governments in regulating and protecting consumer interests, as well as ensuring that online lending practices are conducted ethically and responsibly.³

Protecting consumer data from the misuse of personal data by online loan providers is a pressing issue in today's society. Sensitive consumer data, such as financial information and personal identities, often become vulnerable targets for privacy breaches by online loan service providers.⁴ Self-data protection is of utmost urgency in today's digital age as it involves the security and privacy of individuals' personal information. With the ever-expanding use of technology and the internet in various aspects of life, individuals' personal data becomes increasingly susceptible to misuse and privacy violations.⁵ Personal information such as identities, financial information, and medical histories can be exploited by irresponsible parties for detrimental purposes such as identity theft, financial fraud, or discrimination.

Self-data protection is also crucial because it is closely related to trust and integrity in the relationship between individuals and the institutions or organizations managing such data.⁶ If consumers do not feel that their personal information is well-protected, they may be reluctant to share the necessary information, hindering progress in digital services and technological innovation. In the context of the digital economy, personal data becomes a valuable asset that can be utilized for various purposes, such as developing more targeted products and services or more effective advertising targeting. Therefore, self-data protection also has significant economic implications because when consumers feel that their personal information is secure, they are more likely to participate in online transactions and contribute to the growth of the digital economy.

A common legal issue faced by society regarding online loans is the irresponsible dissemination of personal data by service providers.⁷ When applying for online loans,

¹ Hanifawati, S. D. (2021). Urgensi Penegakan Hukum Pidana pada Penerima Pinjaman Kegiatan Peer To Peer Lending Fintech Ilegal dan Perlindungan Data Pribadi. *Jurnal Penegakan Hukum Dan Keadilan*, 2(2), 162-172.

² Rifai, S., & Soesilo, G. B. (2023). Kajian Yuridis Perlindungan Hukum Konsumen pada Praktek Fintech (Financial Technology) Ilegal dari Perspektif Hukum Pidana Indonesia (Studi Putusan Nomor 438/PID. SUS/2020/PN. JKT. UTR). *Eksaminasi: Jurnal Hukum*, 2(2), 123-131.

³ Rahman, I., Mayasari, R. E., & Nurapriyanti, T. (2023). Hukum Perlindungan Konsumen di Era E-Commerce: Menavigasi Tantangan Perlindungan Konsumen dalam Lingkungan Perdagangan Digital. *Jurnal Hukum Dan HAM Wara Sains*, 2(08), 683-691.

⁴ Agustianto, A., Agustini, S. S., & Anjani, I. A. (2023). Perlindungan Hukum Bagi Debitur Fintech Yang Data Pribadinya Dibocorkan oleh Penyelenggara Fintech Ditinjau dari Undang-Undang Perlindungan Konsumen. *ARBITER: Jurnal Ilmiah Magister Hukum*, 5(2), 175-181.

⁵ Disemadi, H. S. (2021). Urgensi regulasi khusus dan pemanfaatan artificial intelligence dalam mewujudkan perlindungan data pribadi di Indonesia. *Jurnal Wawasan Yuridika*, 5(2), 177-199.

⁶ Disemadi, H. S., Silviani, N. Z., Jaya, D., Haiti, R., Gea, L. K. B., Tobing, J. J., & Kasturi, M. I. (2022). Literasi Masyarakat Pesisir terhadap Perlindungan Data Pribadi dalam Transaksi Financial Technology. *Jurnal ABDIMASA Pengabdian Masyarakat*, 5(2), 68-76.

⁷ Prastyanti, R. A. (2023). Perlindungan Hukum Bagi Pengguna Layanan Fintech Lending Syariah Di Indonesia. *Jurnal Ilmiah Ekonomi Islam*, 9(3), 4029-4037.

consumers are generally required to provide sensitive personal information such as identities, bank account numbers, financial information, and other details. However, it often happens that the personal data submitted by consumers is misused by service providers or related third parties. Irresponsible dissemination of personal data can occur in various forms, ranging from unauthorized data usage for marketing purposes to selling personal data to third parties without the consumers' knowledge or consent. These practices violate consumer privacy and can lead to various issues such as identity theft, credit card misuse, or unwanted advertising targeting.⁸ Moreover, irresponsible dissemination of personal data can also result in financial and emotional losses for consumers.⁹ They may become victims of fraud or other criminal acts involving the use of their personal information. Furthermore, such privacy breaches can also lead to consumer distrust and discomfort with online loan services, hindering the growth and development of the industry as a whole. The irresponsible dissemination of personal data by online loan service providers is a serious legal issue that requires serious attention from regulators, governments, and other relevant institutions to regulate and protect consumer interests more effectively in the increasingly complex digital financial ecosystem.

This research is crucial as it reflects the pressing need to evaluate consumer data vulnerability in the rapidly growing context of online lending services. With the increasing prevalence of online lending services in society, consumer data protection has become an increasingly critical issue that urgently needs to be addressed effectively by relevant legal frameworks. Additionally, this research also contributes to a better understanding of the legal challenges and best practices in regulating consumer data protection in the current digital era, which can provide a foundation for renewal or improvement in existing regulations.

METHOD

The research method employed is the normative legal research method. Normative legal research method is an approach that utilizes analysis of existing legal materials such as laws, regulations, court decisions, legal doctrines, and other legal literature to identify, interpret, and comprehend applicable legal regulations.¹⁰ This approach aims to understand the normative aspects of consumer data protection laws, particularly in cases where data is irresponsibly disseminated by online loan service providers. In normative legal research, researchers analyze existing legal norms and elucidate the implications and consequences of these norms, considering legal values, principles, and relevant legal objectives. This approach is frequently employed in legal research to generate a profound understanding of the applicable legal framework and to provide a basis for improving or changing legal systems.

RESULT AND DISCUSSION

Consumer Protection in Indonesia

In the face of modern challenges in the digital era, safeguarding consumers against online loan providers is paramount¹¹. Within the rapidly evolving landscape of online lending, consumers are vulnerable to various risks such as aggressive debt collection

⁸ Noor, A., & Wulandari, D. (2021). Landasan Konstitusional Perlindungan Data Pribadi Pada Transaksi Fintech Lending di Indonesia. *Jurnal Ilmiah Dunia Hukum*, 99-110.

⁹ Novinna, V. (2020). Perlindungan Konsumen dari Penyebarluasan Data Pribadi oleh Pihak Ketiga: Kasus Fintech "Peer to Peer Lending". *Jurnal Magister Hukum Udayana*, 9(1), 92-110.

¹⁰ Disemadi, H. S. (2022). Lenses of Legal Research: A Descriptive Essay on Legal Research Methodologies. *Journal of Judicial Review*, 24(2), 289-304.

¹¹ Nurmantari, N. N. A. D., & Martana, N. A. (2019). Perlindungan Hukum Terhadap Data Pribadi Peminjam Dalam Layanan Aplikasi Pinjaman Online. *Kertha Wicara: Journal Ilmu Hukum*, 8(12), 1-14.

practices, high interest rates, and irresponsible use of personal data. Therefore, robust regulations are necessary to protect consumer interests, ensure transparency in contract terms, and establish clear boundaries regarding interest rates and other fees. Moreover, consumer protection is crucial for maintaining trust and integrity in the online financial industry. With strict rules and effective law enforcement, consumers will feel safer and more comfortable using online loan services. This will drive sustainable sector growth while reducing potential risks and uncertainties for consumers. Thus, safeguarding consumers against online loan providers is not only a moral obligation but also a smart step in building a healthy and sustainable digital financial ecosystem.

Consumer protection in Indonesia is governed by Law Number 8 of 1999 concerning Consumer Protection. This law aims to shield consumers from unfair business practices and provide clear rights for consumers in buying and selling transactions.¹² The Consumer Protection Law regulates various aspects of consumer protection, including the right to receive clear and accurate information about goods or services they purchase, the right to obtain safe and quality goods or services, and the right to compensation in case of losses due to defective products or services or those not delivered as promised. Additionally, the Consumer Protection Law imposes obligations on manufacturers, distributors, and traders to comply with product quality and safety standards and to protect consumer personal data. Thus, the Consumer Protection Law serves as the primary legal foundation for ensuring effective consumer protection in Indonesia.

Philosophically, the enactment of the Consumer Protection Law considers the national development vision aimed at creating a fair and prosperous society evenly, both materially and spiritually, in an era of economic democracy based on Pancasila and the 1945 Constitution. Pancasila, as the philosophical basis of the Indonesian state, emphasizes values of justice, prosperity, and civilization, indicating the necessity of consumer protection as an integral part of a just and prosperous society. The 1945 Constitution of the Republic of Indonesia, as the highest legal foundation, asserts that every citizen has the right to equitable prosperity, including protection of consumer interests in various aspects of economic life.

In the context of economic democracy, consumers play a crucial role in determining market dynamics and maintaining the balance of power between producers and consumers¹³. By ensuring robust consumer protection, the Consumer Protection Law reflects the spirit of economic democracy, emphasizing active consumer involvement in economic transactions and fair distribution of economic benefits.¹⁴ Therefore, the enactment of the Consumer Protection Law is not only a legal step but also a manifestation of the philosophical principles underlying Indonesia's national development, aiming to create a just, prosperous, and equitable society in all aspects of life.¹⁵

In Indonesia, legal protection for consumers is divided into two types: preventive legal protection and repressive legal protection.¹⁶ Preventive legal protection aims to prevent

¹² Nugroho, H. (2023). Perlindungan hukum bagi para pihak dalam transaksi pinjaman online. *Jurnal Justitia: Jurnal Ilmu Hukum dan Humaniora*, 7(2), 328-334.

¹³ Adelia, F. (2022). Peran Otoritas Jasa Keuangan Atas Perlindungan Data Pribadi Konsumen Fintech Lending. *Dinamika*, 27(21), 3142-3157.

¹⁴ Saly, J. N., & Nainggolan, A. S. F. (2023). Efektivitas Perlindungan Hukum Konsumen Berdasarkan Undang Undang Nomor 4 Tahun 2023 Tentang Pengembangan dan Penguatan Sektor Keuangan. *Jurnal Kewarganegaraan*, 7(2), 1611-1615.

¹⁵ Syarifah, N., & Saly, J. N. (2023). Dampak Perkembangan Fintech Terhadap Perlindungan Konsumen: Kasus Pinjaman Uang Online di Indonesia. *UNES Law Review*, 6(1), 3695-3704.

¹⁶ Rahman, I., Mayasari, R. E., & Nurapriyanti, T. (2023). Hukum Perlindungan Konsumen di Era E-Commerce: Menavigasi Tantangan Perlindungan Konsumen dalam Lingkungan Perdagangan Digital. *Jurnal Hukum Dan HAM Wara Sains*, 2(08), 683-691.

violations of consumer rights and interests before they occur. These preventive measures include strict regulations regarding clear and transparent information to consumers about the products or services they purchase. Additionally, high product safety standards are part of this protection, as well as law enforcement against unfair business practices from the outset. On the other hand, repressive legal protection occurs after violations of consumer rights have taken place. These measures involve law enforcement against businesses harming consumers, imposing sanctions on violators, and providing mechanisms for legal dispute resolution between consumers and service providers. This way, aggrieved consumers can obtain justice and appropriate compensation for their losses.

Both types of legal protection work synergistically to ensure comprehensive protection for consumers in Indonesia. The main objective is to uphold the principles of justice, safety, and security in every transaction. With both types of protection in place, consumers are expected to feel safer and better protected in carrying out their consumption activities, thereby creating a healthy and fair business environment for all parties involved.

The Legal Implications of Consumer Data Distribution on Online Loan Consumer Protection

In the era of technology, safeguarding personal data has become paramount. Personal data encompasses sensitive information like names, addresses, identification numbers, financial records, and more, which can be used to identify individuals. The primary goal of personal data protection is to preserve privacy, security, and prevent unauthorized access or misuse of personal information.¹⁷ It is crucial to ensure individuals have control over their personal information and can decide how it's used or shared.

The urgency of personal data protection has escalated with the advancement of information technology and the internet. In the digital age, personal data has become a valuable asset for many companies and organizations. Misuse or leakage of personal data can lead to serious issues such as identity theft, financial fraud, privacy breaches, and even identity theft. Therefore, protecting personal data is crucial for maintaining trust and security in online transactions and safeguarding individual privacy rights from potential threats and abuses. Strengthening personal data protection efforts is a necessity in confronting the challenges and risks associated with the use of information technology in everyday life.

In Indonesia, personal data protection is regulated by Law Number 27 of 2022 concerning Personal Data Protection (Personal Data Protection Law). This law serves as a crucial legal foundation in safeguarding the privacy and security of citizens' personal information.¹⁸ The Personal Data Protection Law aims to protect individuals' rights related to the collection, use, processing, storage, and deletion of personal data by the parties involved.¹⁹ With this law in place, it is hoped that a safe and trustworthy environment for managing personal data can be created, providing legal certainty for individuals and entities involved in the process. Article 1 number 1 of the Personal Data Protection Law asserts that personal data is information about individuals that can be identified separately or in combination with other information, either directly or indirectly, through electronic or non-electronic systems. Furthermore, Article 4 of the Personal Data Protection Law explains that

¹⁷ Hartono, J., AW, A. M., Nugraha, X., & Felicia, S. A. (2023). Failing to Protect Personal Data: Key Aspects of Electronic System Operators' Agreements. *Barelang Journal of Legal Studies*, 1(1), 31-55.

¹⁸ Sudirman, L., Disemadi, H. S., & Aninda, A. M. (2023). Comparative Analysis of Personal Data Protection Laws in Indonesia and Thailand: A Legal Framework Perspective. *JED (Jurnal Etika Demokrasi)*, 8(4), 497-510.

¹⁹ Sulistianingsih, D., Ihwan, M., Setiawan, A., & Prabowo, M. S. (2023). Tata Kelola Perlindungan Data Pribadi di Era Metaverse (Telaah Yuridis Undang-Undang Perlindungan Data Pribadi). *Masalah-Masalah Hukum*, 52(1), 97-106.

personal data can be divided into two main categories. First, specific personal data, including information such as health data, biometric data, genetic data, criminal records, child data, personal financial data, and other data as stipulated by law. Second, general personal data, encompassing information such as full names, gender, nationality, religion, marital status, and other data used to identify individuals specifically.²⁰ Thus, the definition and scope of personal data regulated in the Personal Data Protection Law provide a clear foundation for personal data protection in Indonesia, both in the context of electronic and non-electronic technology usage.²¹

The foundation of personal data protection regulation in Indonesia lies in the principle that safeguarding personal data is an inalienable human right.²² This right is an integral part of every individual's self-protection, acknowledged and respected by the Constitution of the Republic of Indonesia of 1945.²³ Thus, the existence of legal frameworks such as the Personal Data Protection Law aims to provide adequate security and protection for individuals' personal data, in line with the high principles of human rights enshrined in the nation's constitution. Through this legal foundation, it is hoped that a legal environment will be created to guarantee individuals' privacy rights and promote ethical and responsible data management practices, thus achieving a balance between technological innovation and the protection of human rights.

The phenomenon of irresponsible personal data dissemination has become increasingly alarming in today's digital era. This phenomenon occurs when an individual's personal information is distributed or shared by unauthorized parties or without the consent of the data owner. This often happens through practices such as data breaches, online fraud, or the unauthorized use of personal data for commercial purposes. The impacts of irresponsible personal data dissemination are extensive and serious. Firstly, individuals who fall victim to personal data dissemination may experience identity theft, where their personal information is used by unauthorized parties for criminal or financial fraud purposes. Secondly, individuals' privacy may be compromised, as their sensitive information becomes available to the public or unauthorized parties. Thirdly, the dissemination of personal data can also have negative consequences on the reputation of individuals, businesses, or organizations, especially if the data is used unethically or for harmful purposes. In addition to the impacts on individuals, irresponsible personal data dissemination can also result in economic and social harm. This can lead to financial losses for victims and undermine public trust in systems or platforms vulnerable to data breaches. Moreover, this phenomenon poses challenges for regulators and governments in developing effective policies and regulations to protect personal data and enforce the law against violators. Therefore, irresponsible personal data dissemination is an urgent issue that needs to be addressed in efforts to preserve privacy and security in this increasingly interconnected digital era.

Regulating the online loan sector is a strategic move to harness the growth of technology-based financial institutions, thereby enhancing their contribution to the national

²⁰ Muin, I. (2023). Perlindungan Data Pribadi Dalam Platform E-Commerce Guna Peningkatan Pembangunan Ekonomi Digital Indonesia. *Journal Law And Justice*, 1(2).

²¹ Katiandagho, V., Putong, D. D., & Melo, I. J. (2023). Undang-Undang Perlindungan Data Pribadi Memperkuat Undang-Undang Perbankan Dalam Menjaga Rahasia Data Nasabah Dan Untuk Melindungi Data Pribadi Masyarakat Indonesia. *Jurnal Hukum to-ra: Hukum Untuk Mengatur dan Melindungi Masyarakat*, 9(1), 106-114.

²² Tan, S., Alexander, C., & Tantimin, T. (2023). An Academic Analysis of Data Privacy Frameworks in Indonesia. *Barelang Journal Of Legal Studies*, 1(1), 72-89.

²³ Disemadi, H. S., Sudirman, L., Girsang, J., & Aninda, A. M. (2023). Perlindungan Data Pribadi di Era Digital: Mengapa Kita Perlu Peduli?. *Sang Sewagati Journal*, 1(2), 66-90.

economy.²⁴ In response to the rapid expansion of the online lending ecosystem, regulations have been designed to govern and supervise technology-based peer-to-peer lending services.²⁵ The regulation, known as Financial Services Authority Regulation Number 77/POJK.01/2016 concerning Information Technology-Based Peer-to-Peer Lending Services (POJK P2P Lending), aims to ensure that online lending activities continue to evolve in a measured manner and provide maximum benefits to the public. This regulation not only aims to regulate technology-based peer-to-peer lending services but also to encourage the development of the online lending ecosystem to deliver broader benefits to society.²⁶ Thus, POJK P2P Lending creates a clear and structured framework for online lending industry players, providing guidelines to ensure transparent, fair, and responsible operations. Through effective regulation and strict supervision, it is hoped that technology-based financial institutions can become a strong pillar supporting national economic growth while prioritizing consumer protection and overall financial system stability.

In addition to POJK P2P Lending, the Financial Services Authority has also issued Regulation No. 06/POJK.07/2022 concerning Consumer and Community Protection in the Financial Services Sector with the aim of strengthening consumer protection aspects, including fintech lending users as consumers of financial services. The consumer protection principles outlined in the OJK Regulation include adequate education; principles of openness and transparency of information; fair treatment and responsible business conduct; protection of assets, privacy, and consumer data; as well as effective and efficient complaint handling and dispute resolution. Regulation No. 06/POJK.07/2022 focuses on financial service providers that directly provide financial products and services to consumers. Moreover, this OJK regulation also encompasses other financial institutions that are supervised by the OJK based on applicable laws and regulations, including fintech lending service providers that have obtained permits from the OJK.

In civil law, one of the most crucial types of obligations is those arising from agreements. The lending and borrowing of money represent one such obligation stemming from agreements. Credit agreements or loan transactions serve as primary contracts, delineating the rights and obligations of the parties involved while acting as evidence and a means of oversight. Crafting agreements necessitates meeting the legal requirements stipulated in Article 1320 of the Civil Code. These clauses outline the rights and duties of each party. With such obligations in place, lenders must fulfill their duties to ensure legal protection for borrowers. However, in certain circumstances, it's evident that lenders fail to meet their obligations, causing detrimental effects on borrowers. Legally, any aggrieved party has the right to seek compensation under Article 1365 of the Civil Code. Legal protection must be extended to borrowers against unilateral actions by business entities (in this case, lenders), and borrowers have the right to seek legal redress. To ensure such protection, sanctions are necessary. Sanctions stem from society's need for addressing crimes or violations within its domain, fostering order and security.

The judicial process concerning criminal acts, such as the unauthorized disclosure of personal data of online loan consumers, adheres to criminal procedural law outlined in the Criminal Procedure Code (KUHP), serving as the general law for criminal matters in

²⁴ Disemadi, H. S. (2022). Titik Lemah Industri Keuangan Fintech di Indonesia: Kajian Perbandingan Hukum. *Jurnal Pembangunan Hukum Indonesia*, 4(3), 471-493. See Sudirman, L., & Disemadi, H. S. (2022). Legal Protection for Borrowers and Business Dispute Resolution in Fintech Lending Services. *Jurnal Jurisprudence*, 11(2), 187-204.

²⁵ Kurniawati, H., & Yunanto, Y. (2022). Perlindungan Hukum Terhadap Penyalahgunaan Data Pribadi Debitur Dalam Aktivitas Pinjaman Online. *Jurnal Ius Constituendum*, 7(1), 102-114.

²⁶ Disemadi, H. S., & Regent, R. (2021). Urgensi Suatu Regulasi yang Komprehensif Tentang Fintech Berbasis Pinjaman Online Sebagai Upaya Perlindungan Konsumen di Indonesia. *Jurnal Komunikasi Hukum (JKH)*, 7(2), 605-618.

Indonesia. However, specific laws governing the procedures for addressing a particular criminal act with specific penalties will prevail as *lex specialis*. In the context of personal data protection, the Personal Data Protection Law specifies criminal sanctions for breaches. Article 67 of the Personal Data Protection Law delineates several punishable acts, including obtaining or collecting personal data without permission for self or others' gain, disclosing personal data without consent, and using or fabricating false personal data. The penalties outlined in Article 67 encompass a maximum prison sentence of 5 years and/or a fine of up to Rp5 billion, or a maximum prison sentence of 6 years and/or a fine of up to Rp6 billion. Consequently, in cases of irresponsible dissemination of personal data of online loan consumers, perpetrators can face criminal sanctions under the Personal Data Protection Law.

Based on Article 26 paragraphs (1) and (2) of Law Number 19 of 2016 concerning Information and Electronic Transactions, any use of information through electronic media related to someone's personal data must obtain consent from the individual concerned, unless otherwise specified by regulations. This emphasizes the importance of protecting privacy and the security of personal data in the digital environment. Furthermore, the article also grants individuals who feel their rights have been violated the right to file a civil lawsuit for such violations, demanding compensation for the losses incurred, in accordance with the provisions of the law.

Claims for compensation filed against those who misuse personal data in online lending are also commonly based on Article 1365 of the Civil Code. This article regulates lawsuits for wrongful acts that can be filed by individuals who feel aggrieved due to unlawful actions of others. Thus, individuals who are victims of violations of their personal data have a clear legal basis to claim compensation, referring to Article 1365 of the Civil Code, as an effort to obtain justice and recovery for the losses they have suffered due to the misuse of personal data.

CLOSING

Protecting personal data in the era of technology is crucial to safeguard individuals' privacy and security and prevent misuse or unauthorized access to their personal information. With the advancement of information technology and the internet, personal data has become a highly valuable asset for many companies and organizations. Threats to the security of personal data, such as irresponsible data dissemination, can lead to various serious problems, including identity theft, financial fraud, privacy breaches, and even identity theft. Therefore, safeguarding personal data is essential to maintain trust and security in online transactions and to protect individuals' privacy rights from potential threats and abuses. In Indonesia, the protection of personal data is regulated by Law Number 27 of 2022 concerning Personal Data Protection (Personal Data Protection Law). This law provides an important legal framework for safeguarding the privacy and security of citizens' personal information. With clear definitions and broad scope, the Personal Data Protection Law aims to protect individuals' rights related to the collection, use, processing, storage, and deletion of personal data by involved parties. The foundation of personal data protection regulation in Indonesia also rests on the principle that the protection of personal data is a human right that is inviolable, as recognized and respected by the 1945 Constitution of the Republic of Indonesia. Through the Personal Data Protection Law, it is hoped that a legal environment will be created that guarantees individuals' privacy rights and encourages ethical and responsible data management practices. In addressing challenges related to personal data protection, it is important to strengthen law enforcement mechanisms and impose strict sanctions against violations. The Personal Data Protection Law has established criminal sanctions for violators, such as personal data theft or unauthorized data

dissemination. With the imposition of applicable sanctions, it is expected to deter violators and honor individuals' privacy and data security.

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