

Arina Kysiliova

E.A. Zhukova, research supervisor

I.I. Zuyenok, language adviser

National Mining University, Dnipro, Ukraine

### **Confidentiality in the Internet: a friend or an evil**

Appeared last century, nowadays the Internet is used in all areas of human life. Unfortunately, sometimes we disclose much more information about ourselves in the web than ever before, and much information about us is gathered not only by organizations where we study, work, get scholarship or salary but also by the largest software manufacturing corporations such as Microsoft. That is why there is a tense discussion about confidentiality in the Internet in the modern society.

The typical set of collected data includes: name and contact information, user credentials, demographic data, interests and favorite pursuits, billing information, usage data, contacts and relationships, location data, the contents of photos, videos, documents, etc. Increasing availability of facial data, improved facial recognition ability by computers, cloud computing – all of these technologies give anyone computational power that a few years ago was only the domain of three-letter agencies.

Consequently, it is easy to determine a person and discover all his/her personal data up to the social security number (the first five digits from four attempts) with the help of the technology of face recognition. And this is only one photo. In order to get to anybody's private data often just need to use search engine and more thoughtfully read feeds on social networks. Taking information above into consideration, by uploading a new photo with a location or showing something private to a social network, everyone should ask themselves if his/her virtual popularity will justify the loss of his/her confidentiality. Technologies, which used to be used only by special services, are freely available now. It would be appropriate to argue that confidentiality makes sense as it is something self-evident for each of us. However, the basic rights of confidentiality on the anonymous transfer of money or freedom in transit must be for every person and organizations which gather personal data should provide confidentiality for their customers. When disputes arise, people usually oppose the right of inviolability and security to the right of confidentiality. However, people can choose both. Ensuring cybersecurity will not lead to a reduction in the inviolability of a personal space. The government should do everything possible to provide security without reading someone else's correspondence in Facebook and not controlling every penny in customers' purses. Simply put, digital private life cannot exist without cybersecurity. A weak level of security is equal to a weak level of confidentiality.

To sum up, as a result of using new information technologies, there is almost no confidentiality left in the modern society. Therefore, everyone should thoughtfully consider how much personal data you choose to post or share online.