### THE CONCEPT OF PERSONAL DATA

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Abstract: This article is about the concept of personal data.

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First of all, let's define the concepts of "identification" and "authentication", which we will use in the processing of personal data.

Identification is the identification of a user in an automated system by his unique attribute - identifier.6 The user's name in the system, numeric or alphanumeric code, electronic signature, TIN, SNILS, e-mail, mobile phone number or other information can act as an identifier. Essentially, identification refers to a technical procedure for verifying that an identifier belongs to a list or database.

Authentication is the authentication of a person who wants to access the system. To confirm access, a password or a digital code, a technical or software device, or biometric data, or other information identified with a person's identity can be used. In the event that several confirmation methods are used, such authentication is called multi-factor authentication.

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The term "personal data" is defined today as any information relating directly or indirectly to a specific or identifiable individual.

There is a very noticeable difference in these definitions regarding the allocation of sources of personal data:

- surname as an identifier;
- number as an identifier;
- local data;
- online ID;
- information about the physiological, psychological, intellectual, economic, cultural and social parameters of an individual.

This approach to the definition of personal data creates a fundamentally new mechanism for the protection of confidential information, which can differ in three categories:

- 1. Personal data is most of the data related to other types of secrets today.
  - 2. Official secret.
  - 3. Trade secret.

The first category is used in the largest number of information systems in various fields of activity. This makes it possible to create a unified methodology for the protection of information in the use of personal data with different levels of protection and responsibility of personal data operators. This approach makes it possible to simplify the system of personal data protection, but, on the other hand, requires the creation of new mechanisms for classifying the level of protection of the use of personal data and mechanisms for the responsibility of personal data operators.

The concepts of "direct" and "indirect" information about personal data also remain vague. These definitions exist in the context of understanding direct and indirect speech, but they do not make sense for personal data, since personal data includes any information related to an individual. Examples of personal data also do not disclose the content of these terms, since it is impossible to classify them in the presented set: "Directly or indirectly, a person can be identified using an identifier, surname, identification number, location data, any online identifiers, as well as with the help of physical, physiological, genetic, spiritual characteristics characteristic of this person, economic, cultural factors or referring to factors of social identity, etc.". Practically, the concepts of "direct or indirect" identification are not used in the personal data protection system today, which also introduces uncertainty into the understanding of the essence of personal data.

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It is very important that the latest version of GDPR clarifies that data becomes personal if, using some combination of them, it is possible to uniquely identify a person. The term "unambiguity" has many synonyms, but closer to the meaning of personal data processing is interpreted as the "certainty" of the presented set of features that coincide with one of the sets in the database.

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