

macijskoj sigurnosti i pravu na privatnost važno je naglasiti i potrebu edukacije građana i povećanje razine osviještenosti građana o načinima zaštite osobnih podataka. Upravo edukacija građana uz provođenje aktualnog pravnog okvira zaštite osobnih podataka predstavlja pravi put zaštite privatnosti (prevencije) te samim time smanjenja kršenja prava na privatnost i zlouporabe osobnih podataka s naglaskom na provođenje metoda zaštite informacijske sigurnosti u virtualnom okruženju.

INFORMATION SECURITY AND PROTECTION OF THE RIGHT TO PRIVACY AS A FUNDAMENTAL HUMAN RIGHT

SUMMARY

In today's digital and dominant age of information and communication technologies and the Internet, which enables the transfer of information on a global level, information security plays an extremely important role. Personal data are processed on a daily basis in public authorities, organizations and other legal entities and they can be misused. By using technological devices for communication and Internet access, each user leaves virtual traces that can be illegally processed and through which the user can uniquely identify and violate his right to privacy as well as laws containing personal data and information security measures. Social networks are one of the biggest transmitters of information today. By collecting users' personal information and tracking their activities, they may profile users and target advertising or pass on their personal information to third parties without permission, while individuals may compromise their security and privacy due to lack of awareness or negligence. In this paper, the authors, in addition to presenting threats to information security and the right to privacy, emphasize the display of different awareness of citizens related to information security and privacy rights, as well as previous violations of these rights and misuse of personal data, virtual environment.

Keywords: *social networks, information security, personal data, privacy, technology, virtual world, protection*