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SOCIAL MEDIA AND PRIVACY ISSUES GENERATING DANGERS AMONG USERS

СОЦІАЛЬНІ МЕРЕЖІ ТА ПРОБЛЕМИ КОНФІДЕНЦІЙНОСТІ, ЩО СТВОРЮЮТЬ НЕБЕЗПЕКУ ДЛЯ КОРИСТУВАЧІВ

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Social media use is rapidly expanding as people enjoy to connect, engage with each other, share photos, videos, and other personal data. However, it's important to be aware of the potential privacy risks and to know how to protect their personal information. People should become more careful about their privacy, what they share on social media, and what social platforms do with their social media data, because even with tough privacy laws, sensitive user information could be at risk.

The main focus of this paper is to indicate that privacy and security issues related to social networks is essential in order to protect ourselves

from attackers or hackers who may steal and use our data for personal purposes or just to harm. Privacy is the right of someone to keep information to themselves or at least share it only with relevant people. Privacy preservation and protection terms are used to keep private information away from irrelevant users [1, p. 2].

Over the past two decades, social media platforms have become vast and powerful tools for connecting, communicating, sharing content, conducting business, and disseminating news and information. Today, billions of users populate major social networks such as Facebook, Instagram, TikTok, Snapchat, YouTube, Twitter or LinkedIn.

As concerns user-generated content on social media it may include users' experiences, opinions, and knowledge. In addition, it may also include private data, for example, name, gender, location, and private photos [2, p. 3]. Online-shared information is electronically stored and is therefore permanent, replicable and reshareable [3, p. 3]. Social media users generally face the challenges of managing their social identity while compromising their social privacy. Social media and privacy have become intertwined topics of concern in recent years. Here are some key issues:

- social media platforms collect vast amounts of user data, including personal information, browsing habits, and interactions. This data is often used for targeted advertising, but concerns arise regarding the extent of data collection and how it's used.

- while social media platforms typically offer privacy settings to control who can see your posts and information, these settings can be complex and difficult to navigate.

- Users may inadvertently share more information than intended due to confusing or default settings.

- social media platforms often allow third-party developers to access user data through APIs (Application Programming Interfaces), and this raises concerns about data security and how third parties are using the information they collect.

- social media platforms are vulnerable to data breaches, where hackers gain unauthorized access to user data, and breaches can expose sensitive information and undermine user trust in the platform's security measures.

- national governments may use social media platforms for surveillance purposes, monitoring citizens' activities and communications. This raises concerns about privacy rights and government overreach.

In the age of information and technology, social media has become an integral part of our daily lives. It has changed the way we interact with one another and the way we consume and share information. While social media has many benefits, it has also brought about concerns regarding personal privacy.

This article discusses the impact of social media on personal privacy and explore some ways to protect it.

Social networks have a number of privacy and security issues, but various privacy challenges can be overcome by using precautionary measures. An attacker exploits security and privacy issues in social networks due to the negligence of users. The contents shared by social network users with their friends may go to the wrong hands, either in the same format or in a different context [1, p. 8].

By utilizing Social Networking Sites, people open themselves to different sorts of dangers that have the regular impact of breaking their privacy. It had witnessed that privacy may be attacked in a few ways if personal information is not utilized reasonably and dependably. The creators recommend that restricted in which protection can be attacked is through unapproved access to social user information because of privacy break or poor strategies disablement [5, p. 7].

Moreover, sensitive information that users do not usually explicitly disclose can be easily inferred from their activities in social media such as location, age, and trust/distrust relationships [6, p. 4].

Regrettably, 80% of users neither check their social networks nor know about the privacy of their profile whether they have been offered default privacy settings or adequate privacy that meets the expected level [7, p. 248].

Here are some steps we can take to safeguard our privacy:

1. It's important to read the privacy policies of social media platforms to understand how our data is being used, because the privacy policy will outline what data the platform collects, how it's used and who it's shared with. Reading the privacy policy can help us make informed decisions about what data we are comfortable sharing and what we want to keep private.

2. Most social media platforms offer privacy settings that allow us to control who can see our posts, profile information, and activity. Adjusting these settings can help us keep our personal information private [8].

Good practices for social media use

Social media has become an integral part of our daily lives, but it's important to use these platforms responsibly and with caution.

It's essential to know what we post on social media and who can see it. Once something is posted online, it can be difficult to erase, and it's easy for others to share and distribute content. Before posting, consider if the content is appropriate and if we are comfortable with it being public.

Oversharing on social media can compromise our privacy and put us at risk for identity theft, fraud, and other cyber threats. Avoid sharing sensitive information, such as our home address or phone number, and be cautious of oversharing personal details or travel plans.

It's also recommended to educate ourselves about privacy issues on social media and stay informed about changes to privacy policies and security measures. We also have to follow reputable sources for news and information and regularly review our privacy settings and security measures [9].

Social media managers, content creators, and business owners need to manage data privacy across social media platforms. The first step towards solving social media privacy issues is identifying them. Then, adequate steps for ensuring privacy on social media should be implemented.

Addressing these privacy issues requires a combination of regulatory oversight, technological innovations, and user education. Governments may implement laws and regulations to protect user privacy, while users can take steps to adjust their privacy settings and limit the information they share online, and additionally, social media companies themselves can prioritize user privacy and transparency in their design and business practices.

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