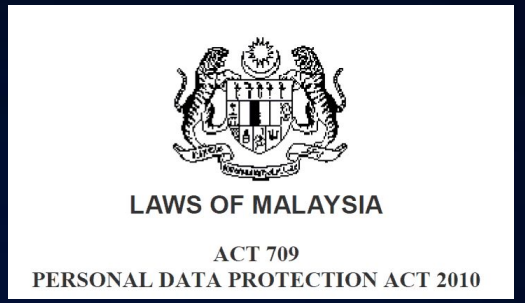
PROFILING SYSTEMS:
THE POTENTIAL THREATS TO CONSUMER PRIVACY IN THE DIGITAL AGE IN MALAYSIA

HUSTLE
but first, coffee
INSIDER

PROBLEM STATEMENT

Malaysian internet users (88.7% - 2020)



Data? What? How? Who?

Why have the potential threats of the profiling systems not been explicitly addressed in Malaysia?

Sources:

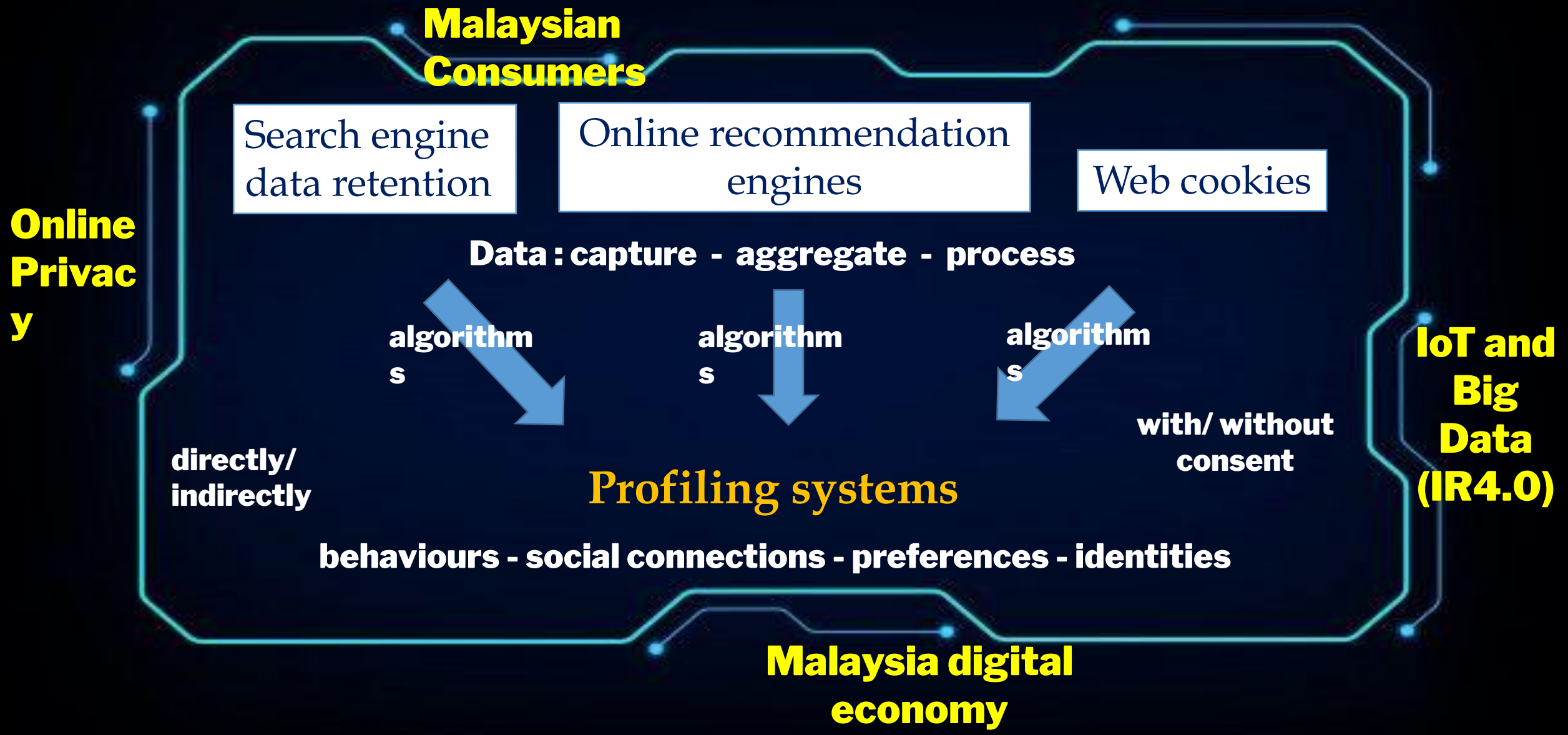
- Right to privacy - Article 12, Universal Declaration of Human Rights (UDHR)
- Personal Data Protection Act 2010, Malaysia (PDPA).
- Malaysian Communication and Multimedia Commission - Internet Users Survey 2020

OBJECTIVES

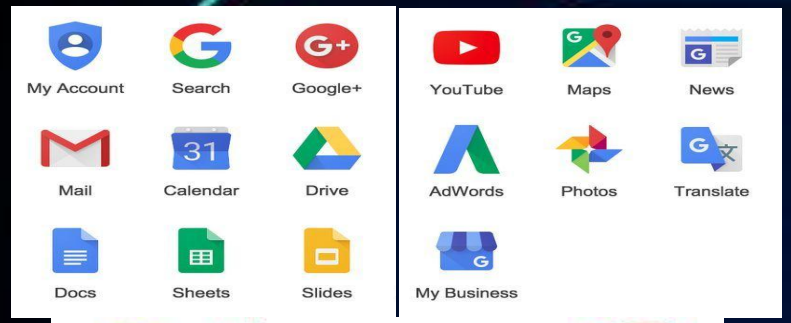
1. To demonstrate the potential threats of profiling systems to consumer privacy in Malaysia

2. To illustrate the equitable protection of consumer privacy in the digital age

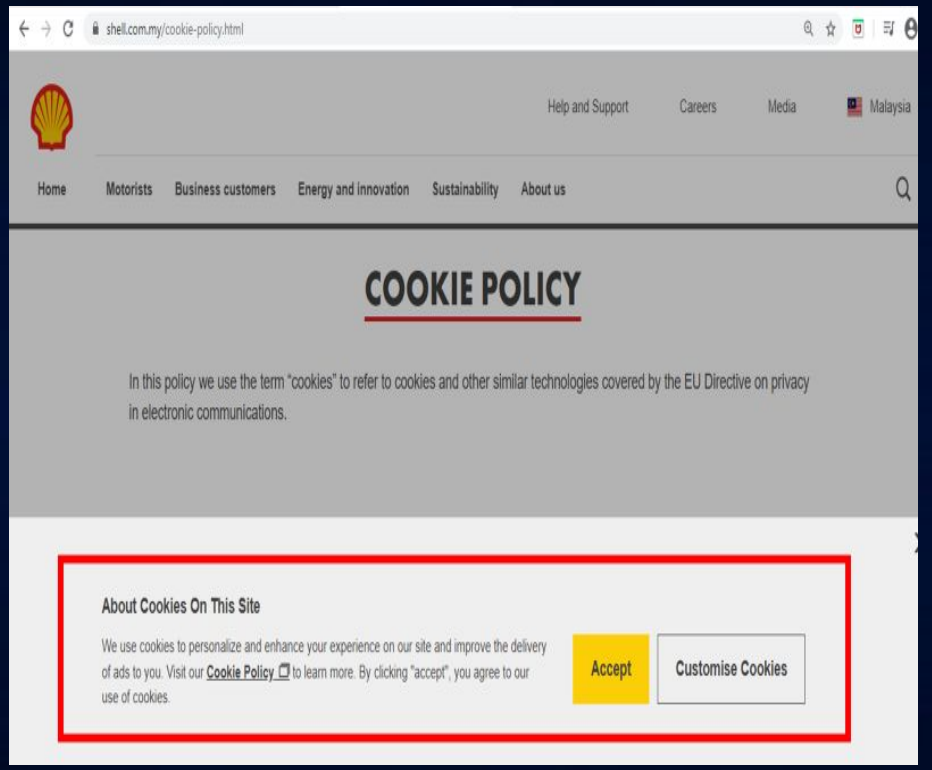
CONCEPTUAL FRAMEWORK



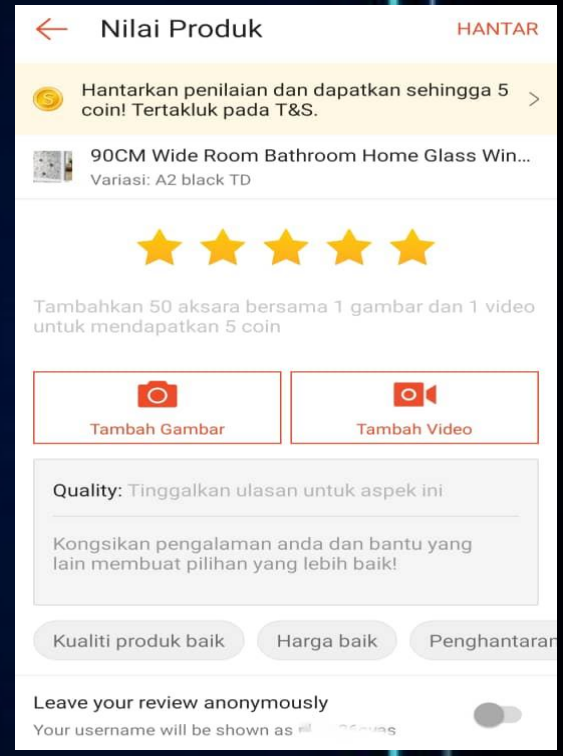
1. Search Engine Data Retention



2. Web Cookies



3. Recommendation Engines



Sources:

- Savov, V. (2019, October 29). Google Sued for Misleading Australian Users on Location Tracking. The Star Online. https://www.thestar.com.my/tech/tech-news/2019/10/29/google-sued-for-misleading-australian-users-on-location-tracking
- Holtzman, D. H. (2006). *Privacy Lost: How Technology is Endangering Your Privacy.* Jossey-Bass
- Personal Data Protection Act 2010, Malaysia (PDPA).
- Shopee Malaysia, 2022

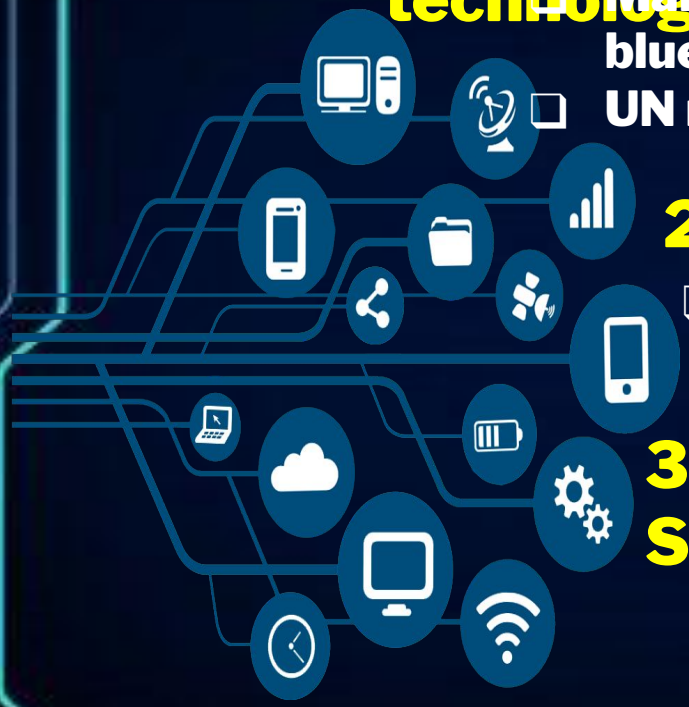
RESEARCH METHODOLOGY

Observation

Documents Review

Interview

FINDINGS AND IT'S IMPLICATION TOWARDS GOVERNMENT'S POLICY



1. The rapid growth of technology

- Malaysia – Digital economy blueprint
- UN member state - SDGs

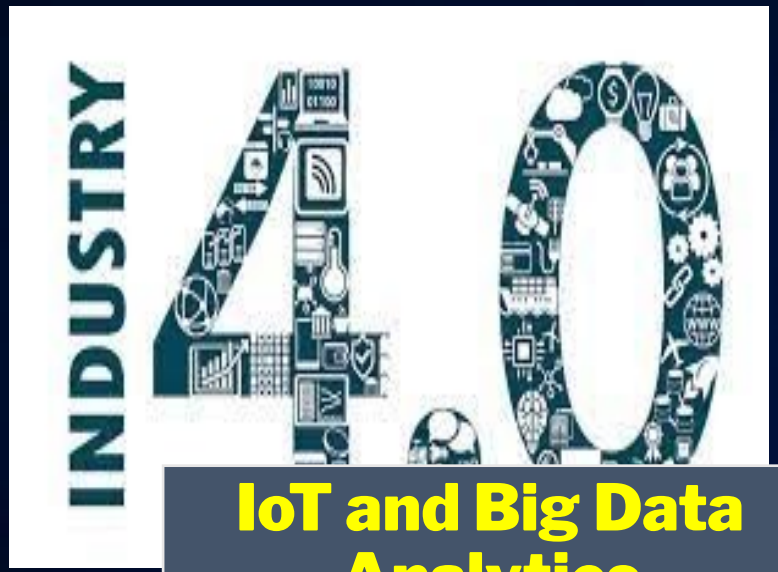
2. The obsolete legal protections

- Legislature – understand the design of technology

3. Privacy vs Security

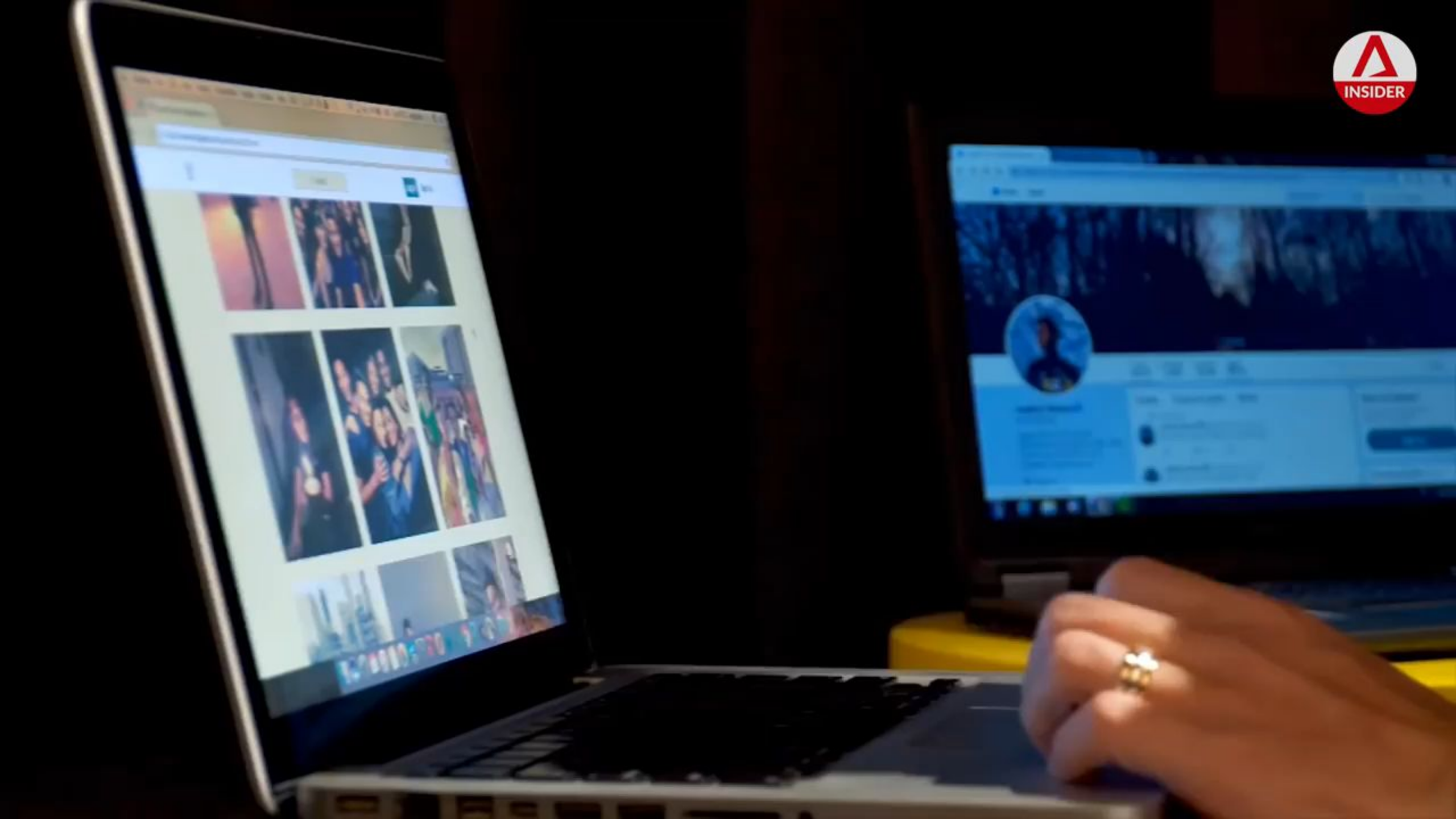
- Trade-off privacy for security
- Malaysia – security is priority

LIMITATION



IoT and Big Data Analytics

Consumers in Malaysia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WHAT IS THE POINT TO UNDERSTAND YOUR PRIVACY AS TECHNOLOGY USERS?

- ❑ Recognising opportunities and challenges
- ❑ Data vs privacy

“Once data is produced virtually, it rarely disappears”

THANK YOU & ありがとうございます

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