

ABSTRACT

Social Network Sites (SNS): A harmless remarkable technological phenomenon or a harmful backdoor with long-term unpredictable consequences?

By Konstantina I. Alexopoulou, Lawyer, Athens Bar Association

This analysis will point out the numerous privacy and security risks that have emerged for SNS users and will try to highlight the nature of information shared on SNS as well as the relation between the participation to Web 2.0 and privacy.

The objective of this paper is also to focus on all modes of access to social networking and the eventual unique threats represented by accessing social networks through mobile phones.

This paper further explores the versatility of social networks and their impact as communication channels as well as marketing and advertising vehicles for companies.

This paper also focuses on the impact of information uploading on SNS and its consequences regarding users and non-users, especially the breach of the right of personality when obscene and defamatory content is uploaded.

Further, this paper provides an approach on the various aspects of privacy, analyzing whether the increasing accessibility to an information already available, constitutes a breach of the privacy right of a SNS user.

Finally, this paper will analyze the role of Internet Service Providers (ISP) and the impact of HADOPI law as well as the debate on Digital Economy Act 2010, emphasizing in cases where the right to information overlaps with Intellectual Property rights. Does content and information monitoring on SNS by ISP regarding copyright infringement allegations set in danger the fundamental right of free access to information?

A final question concerns the proportionality of the measures imposed to prevent copyright infringement through SNS. Do the said measures violate the very essence of freedom of expression and communication or are they proportionate and acceptable?