

## ABSTRACT

# **Regulating privacy on Online Social Networks (OSNs), possibility or utopia in the digital era?**

*By Despina D. Spatha*

Attorney-at-Law, Athens Bar Association, LLM in IT law

The difficulty of establishing a privacy system in a virtual space of Online Social Network, involves, beyond the known barriers of the web, both the rapid evolution of technology and the reconciliation of contradictory values from different legal and social frameworks. From this perspective this paper focuses on questions arising from the digital reality of Facebook and the possible alternative solutions to safeguarding the right to privacy.

This paper further explores the impact of the democratization of online networking. This generates the urgent need to both implement a uniform legal status that could better protect the personal data and to promote at the same time the global economy, arguing for empowering users through awareness and control.

It also deals with the perplexities that the European legislator faces when trying to adapt to this new challenge. Special emphasis is placed on the European directive implementation within Facebook and particularly the issues encountered when appointing the data controller in such a complicated context.

Since social networks are developed in a liberal economy, this paper will finally analyze the contribution of market rules and the pressure exerted by the will of the users as an alternative way to regulate privacy.