

Analysis of Personal Data Protection Implementation on Shopee Online Shopping Application

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Abstract. Online shopping applications are the choice of many people to fulfill their needs. One of the leading online shopping platforms today is shopee. However, with the increasing use of online shopping applications, there are concerns about the security of users' personal data. The purpose of this research is to find out the implementation of personal data protection on shopee online. By using normative juridical method with legislation approach (Statue Approach). The results of this study In the analysis of the implementation of personal data protection in Shopee's Privacy Policy currently does not fully meet the requirements of Law 27 of 2022 concerning Personal Data Protection. There are deficiencies in terms of providing sufficient information to consumers/users about Shopee's identity, legal basis, purpose of processing personal data, and responsibilities.

Keywords: Implementation, Personal Data Protection, Shopee

1 Introduction

In this increasingly advanced digital era, e-commerce applications have become one of the most popular platforms among internet users. Online shopping applications have become the choice of many people to fulfill their shopping needs. One of the leading platforms in this regard is Shopee, which has managed to attract many users in Indonesia and other countries[1] . Shopee is an online shopping application that provides various products and services from various sellers[2] . However, with the increasing use of these online shopping applications, there are also concerns about the security of users' personal data.

The loss of personal data is a critical issue in the digital context. Personal information such as names, addresses, phone numbers and other sensitive information can be utilized by irresponsible parties such as hackers or cybercriminals. If a person's personal information falls into the wrong hands, it can result in misuse, identity theft, or privacy violations that can harm users[3] . In addition to identity theft, Disclosure of personal data can also lead to serious data protection violations. Personal information that falls into the wrong hands can be used to reveal personal secrets, jeopardize the safety of individuals, or intimidate victims[4] . In more extreme cases, leaked personal data can be used for extortion or more complex fraud . [5]

In the context of personal data leakage in Shopee, a possible consequence is financial loss for users. Information such as credit card numbers or financial information associated with Shopee accounts can be used to conduct unauthorized transactions or access users' bank accounts[6] . Furthermore, personal information that falls into the wrong hands can also be exploited to conduct phishing attacks, where the perpetrator attempts to obtain additional information from the victim by claiming to be a legitimate entity[7] . This personal data leak case raises serious concerns for the protection of Shopee users' personal data[8] . Therefore , it is important to study the implementation of personal data protection implemented by Shopee as an online shopping application platform[9] . However, despite the existence of a legal framework governing personal data protection, there are still challenges in implementing and ensuring such protection[10] . One of the main challenges is the need to implement capable processes or flows to be protected regarding data encryption, security audits and restricted data access to personal data.

One of the most prominent cases is the loss of personal data at Shopee. A report from www.viva.co.id revealed that Shopee consumer data has been sold on a hacker forum. This report was first reported by Twitter account @FalconFeedsio who posted a screenshot of Shopee consumer data being sold on the platform. A BreachForums user named About this tweet, they also shared a table similar to the selection of information contained in the information believed to have been compromised. "Customer information from an Indonesian store has been added to a hacker forum for sale. They claim to have more than 200,000 pieces of information including names, contact numbers, zip codes, and addresses," as quoted from @falconfeedsio's tweet. Allegations of data leaks have been common in Indonesia lately, ranging from Indihome user data, PLN customer data, to the latest Shopee customer data.

So from the description above, previous research is needed which is relevant to the research topic to be discussed by the researcher. The first study by Khatimah entitled "Consumer Legal Protection in Online Buying and Selling Transactions in Lazada and Shopee Apps". This research aims to analyze the legal protection given to consumers in online buying and selling transactions through Lazada and Shopee applications. this research uses normative legal methods, in which consumer protection legislation is analyzed. The conclusion of this research is that the legal protection of consumers in online shopping in buying and selling transactions needs to be strengthened, especially in terms of dispute resolution and compensation for consumers concerned. The second study by Muhammad, M.O. and Nugroho, L.D. entitled "Legal Protection for e-Commerce Application Users Affected by Personal Data Leaks". In the form of Pamator Journal, 14 No. 2 of 2021. The purpose of this study is to analyze the legal protection offered to e-commerce application users affected by personal data filtering. the method used is normative legal research on personal data protection and court decisions. it can be concluded that the legal protection of e-commerce application users must be strengthened, including regarding personal data protection, service provider obligations and user compensation measures. The third study by Indriyani, M. entitled "Online Consumer Protection and Personal Data in Online Marketing Systems". In the form of Justitia Hukum Journal, Vol. 1 No. 2 Year 2017. this research aims to analyze the protection of privacy and personal data of consumers in the e-commerce system. The research method utilizes normative legal research, which examines laws and regulations relating to privacy and personal data protection. It is concluded that the protection of consumer privacy and personal data in online markets must be strengthened both through stricter regulations and through service provider awareness and policies.

The thing that distinguishes previous research from the present is that previous research focused on discussing legal protection and privacy for consumers and *e-commerce* application users in general. Meanwhile, the current research focuses on the protection of personal data in the shoppee online shopping application in accordance or not in accordance with the law on personal data protection No. 27/2022. The urgency of the current research is related to the issue of personal data leaks that occurred at Shopee, the largest online shopping platform in Indonesia. The amount of data allegedly leaked as much as 200 thousand data indicates the potential for significant losses for Shopee users[11]. Therefore, it is important to analyze the protection of personal data on this application in order to reduce the risk of data leakage in the future. Next, the relevance to the digital context and consumer protection regarding personal data protection is becoming an increasingly important issue. People rely on online shopping applications such as Shopee for transactions, so the protection of users' personal data is a priority. This research aims to analyze the implementation of personal data protection in the shoppee online shopping application and find out whether or not the protection of personal data in the shoppee online shopping application is in accordance with the Law on personal data protection No.27 / 2022.

Problem formulation: Personal data protection in online shops

Research Question:

- a. How is the protection of personal data in the shoppee online shopping application in accordance with Law 27/2022 concerning personal data protection?

SDGs categories: Corresponds to SDGs category 16 <https://sdgs.un.org/goals/goal16>

2 Methods

This research uses a normative juridical method with a statutory *approach* (*Statue Approach*)[12]. This approach is used to analyze and evaluate the protection of personal data on the Shopee online shopping application based on the relevant legal provisions. There are 2 sources of legal material used namely the first, primary legal material in this study namely ITE Law No.11/2008, Personal Data Protection Law 27 /2022 and PP on the implementation of electronic systems and transactions No.71/2019 (PP PSTE). There are also secondary legal materials, namely journals, articles, law books and other relevant sources. These materials are used to gain a more comprehensive understanding of the issue of personal data protection in the context of *e-commerce*, as well as to support the analysis and findings generated by the analysis of legal materials used, namely deductive reasoning.

3 Results and Discussion

3.1 Implementation of Legal Arrangements for Personal Data Protection

ITE Law No. 11/2008 does not explain much about personal data. However, ITE Law No.11/2008 Article 26 (1) explains the right to privacy and personal data in covering all of a person's personal life including the history of communication and information about that individual.

This explanation is corroborated by other legal arrangements, namely government regulation No.82 of 2012 concerning the implementation of electronic systems and transactions which states that personal data is certain

individual data that needs to be treated, maintained, and protected for its confidentiality in accordance with article 1 paragraph 27.

The general definition of personal data is facts related to individuals including information related to personal data so that the people concerned want to maintain their privacy and possibly limit access by other parties who have the potential to misuse personal data. Personal data also describes information that is closely related to the individual and can be used to distinguish the characteristics of each individual.

Furthermore, Article 1 paragraph 1 of the Personal Data Protection Law provides a definition or explanation of personal data. That personal data is any data about a person, both identified and identifiable separately. Or combined with information either directly or indirectly through electronic and non-electronic systems. In the Personal Data Protection Law, there are several types of data which are divided into 2 groups, namely general and specific personal data. General data includes information, full name, gender, nationality, religion and a combination of data to identify a user. Specific personal data includes information such as health data, biometric data, genetic data, sexual life/orientation, political views, criminal records, child data, personal financial data, and other data in accordance with the provisions of laws and regulations.

So it can be concluded that the protection of personal data is that a person's personal data needs to be protected and data about a person in an online shopping application, both identified and identifiable separately. Or combined with information either directly or indirectly through electronic and non-electronic systems must also be protected by the owner of the online shopping application.

3.2 Implementation of Personal Data Protection in Privacy on Online Marketplace

The implementation of personal data protection in privacy in the online marketplace is very important in today's digital era. Consumer personal data is becoming increasingly vulnerable to the risk of misuse, hacking, and privacy violations[13]. The following is a description of Shopee's privacy policy which is at risk of violations, hacking and misuse of personal data (information obtained on the web <https://help.shopee.co.id/> related to Shopee's privacy policy).

A. Acceptance of Privacy Policy

Consumers/users accept and agree to the practices, terms, and policies described in this Privacy Policy when using Shopee Services, registering for an account, visiting the Shopee Platform, or accessing the Services.

1. Consumers/users give Shopee permission to collect, use, disclose, and process their personal data in accordance with the Privacy Policy.
2. Consumers/users are requested not to use the Shopee Services or access the Shopee Platform if they do not consent to the processing of their personal data as described in this Privacy Policy.
3. Shopee reserves the right to change this Privacy Policy, and such changes will be posted on the Shopee Platform.

B. Provision of Personal Data of Others

1. In certain situations, consumers/users may provide personal data of other individuals (such as their family members or friends or people who are in their contact list) to Shopee.
2. Consumers/users should ensure that they have obtained permission from such individuals to process their personal data in accordance with the Shopee Privacy Policy.

C. Use of Cookies:

1. Shopee or Shopee's authorized service providers may use "cookies" or other features to collect or share information related to consumers'/users' use of the Shopee Services or Platforms.
2. Cookies help Shopee improve the quality of their Services and Platforms, deliver new services, and conduct data analysis.
3. Consumers/users may choose to refuse the use of cookies by setting the settings on their browser or device, but this may limit the full functionality of the Shopee Platform.

Personal data that Shopee collects, including but not limited to, refers to various types of information that Shopee collects from users of the Shopee[14] service. Personal data is information that can be used to identify or link to a specific individual.

The personal data that Shopee collects, including but not limited to, refers to the different types of information that Shopee collects from users of their services. Personal data is information that can be used to identify or link to a specific individual. Personal data includes Name, Email Address, Date of Birth, Billing Address, Bank Account and Payment Information, Phone Number, Gender, Body Size and Shape, Device Information Used, Information about Networks, Photos, Audio Recordings, or Videos, Government Identification or Identity Verification Information, Other Information Related to the Use of the Service or Platform, Information or Data Related to Unregistered Parties or Individuals, All Content Data Used by Users.

Here is how Shopee protects consumer/user personal data:

A. Implementation of Safeguards:

1. Shopee implements security measures to keep the personal data of consumers/users safe.
2. Consumer/user personal data is stored on a secure network and can only be accessed by a small number of employees who have special access rights.

B. Data Retention in Compliance with the Law:

1. Shopee will store consumer/user personal data in accordance with the Privacy Act and applicable legal regulations.
2. Personal data will be deleted or rendered anonymous when the purpose for which the data was collected no longer applies, retention is no longer legally or business necessary, or there is no warrant legitimizing further retention.
3. If a consumer/user stops using the Shopee Platform or their consent is revoked, Shopee may continue to retain, use, and disclose personal data in accordance with the terms of the Privacy Policy and applicable regulations, and personal data may be disposed of in accordance with applicable laws without prior notice.

In order to improve the protection of personal data in online marketplace privacy, several measures need to be taken:

- a. Awareness Raising
- b. Drafting a Strong Privacy Policy
- c. Standard Contract Review
- d. Strong Data Security Implementation
- e. Regulatory Compliance .[15]

By taking these steps, the online marketplace can provide better protection of consumers' personal data and build stronger trust among shopee users[16] . Moreover, these efforts will also help in creating a safer and fairer digital environment for all parties involved.

3.3 Analysis of Personal Data Protection on Shopee Online Shopping Application with Law 27/2022 on Personal Data Protection

In the context of Personal Data Protection in the online shopping application Shopee with reference to Law 27 of 2022 concerning Personal Data Protection, several aspects that need to be considered are the types of personal data collected by Shopee, the rights of personal data subjects, and the obligations of personal data controllers.

The following are several articles in Law 27/2022 that are relevant to be used in analyzing the protection of personal data in the shopee online shopping application as follows:

A. Rights of Personal Data Subjects Set out in Article

1. Article 5: Personal Data Subjects have the right to receive information regarding clear identity, legal basis of interest, purpose of request and use of Personal Data, and responsibility of the party requesting Personal Data.
2. Article 6: The Personal Data Subject has the right to complete, update and/or correct any errors or inaccuracies in the Personal Data concerning him/her in accordance with the purposes of the Personal Data processing.
3. Article 7: The Personal Data Subject has the right to access and obtain a copy of Personal Data about him/her in accordance with the provisions stipulated in laws and regulations.
4. Article 8: The Personal Data Subject has the right to end the processing, delete, and/or destroy Personal Data about him/her in accordance with the provisions stipulated in laws and regulations.
5. Article 9: The Personal Data Subject has the right to revoke the consent to the processing of Personal Data concerning him/her that has previously been given to the Personal Data Controller.

B. Liability of Personal Data Controllers

1. Article 4
 - a. Personal Data consists of:
 - 1) Personal Data that has a special nature
 - 2) Personal Data of a general nature.
 - b. Personal Data which has special characteristics as referred to in paragraph (1) letter a includes:
 1. information and data on Health
 2. biometric data
 3. genetic data
 4. criminal record
 5. information about the child
 6. data on personal characteristics; and/or

7. other data in accordance with the provisions of laws and regulations.
- c. General Personal Data as referred to in paragraph (1) letter b includes:
 1. full name
 2. Gender.
 3. religion
 4. marital status; and/or
 5. Personal Data that, when combined, can identify an individual.

Article 4 of Law 27/2022 explains that personal data controllers are obliged to provide information about the clarity of identity, the basis of legal interests, the purpose of processing personal data, and the accountability of the party requesting personal data.

It can then be analyzed that the statements in Shopee's Privacy Policy seem to contain some weaknesses in terms of complying with Law No. 27 of 2022 on Personal Data Protection in Indonesia.

C. Point 1: Acceptance of Privacy Policy

Article 5 of Law No. 27 of 2022: "The Personal Data Subject has the right to receive information regarding clear identity, the legal basis of interest, the purpose of the request and use of Personal Data, and the responsibility of the party requesting Personal Data." At this point, Shopee requires consumers/users to accept and agree to their Privacy Policy in order to use the service. However, the statement does not clearly inform consumers/users regarding Shopee's identity, the legal basis of data processing, the purpose of using personal data, or Shopee's responsibility regarding the personal data. This could be considered a violation of Article 5 of Law 27/2022.

D. Point 2: Providing Personal Data to Others

Article 11 of Law No. 27 of 2022: "Every controller of Personal Data shall obtain the written consent of the Personal Data subject before processing the Personal Data, unless the law provides an exemption." At this point, Shopee acknowledges that consumers/users can provide them with other people's personal data. However, they only ask consumers/users to ensure that they have obtained permission from the individual without explaining the requirements of the written consent that is supposed to be obtained, as stipulated in Article 11 of Law 27/2022.

E. Point 3: Use of Cookies

Article 15 of Law No. 27 of 2022: "Every Personal Data controller who uses an electronic tracking device as referred to in Article 1 number 14 shall inform the Personal Data subject and obtain the consent of the Personal Data subject before the electronic tracking device is used." At this point, Shopee informs users regarding the use of cookies and gives them the option to refuse the use of cookies. Although they provide the option to refuse, this statement does not explicitly ask for consent before using cookies as stipulated in Article 15 of Law 27/2022.

F. Obligations of Personal Data Controllers

Article 4 of Law No. 27 of 2022 classifies personal data into two types: personal data of a specialized nature and personal data of a general nature. The controller of personal data has the obligation to provide clear information about the processing of personal data according to the type of data. However, Shopee's statement does not specifically identify the types of personal data collected, thus it does not fully comply with the classification stipulated in Law 27/2022[17]. In addition, the statement does not provide sufficient information about their identity, legal basis, purpose of processing, and responsibilities regarding personal data, which is also an obligation of the personal data controller pursuant to Article 4.

G. Preventive Measures

To comply with Law 27/2022 and enhance the protection of personal data in Shopee privacy, some preventive measures that need to be taken:

1. Awareness Raising: Shopee should raise consumer/user awareness about their rights in terms of personal data protection, including the right to obtain clear information regarding the processing of personal data.
2. Drafting a Robust Privacy Policy: Shopee must detail their Privacy Policy to comply with the requirements of Law 27/2022, including information on their identity, legal basis, processing purposes, and responsibilities.
3. Review of Standard Contracts: Shopee needs to revisit their standardized contracts to ensure that they comply with personal data protection regulations.
4. Strong Data Security Implementation: Shopee must implement strong security measures to protect the personal data of consumers/users.

By taking these steps, Shopee can ensure that it can comply with Law 27/2022 and better protect the personal data of shopee consumers/users[18]. It is important for Shopee to improve consumers'/users' understanding of shopee's rights in personal data protection and to review the Privacy Policy to make it compliant with the provisions of Law

27/2022. This will ensure stronger personal data protection and better compliance with personal data protection regulations in Indonesia.

H. Repressive Measures

If there is personal data theft on Shopee, the steps that will be taken by consumers are:

1. Reporting to the Organizing Organization/Platform: The first step that consumers should take is to report the theft of personal data to Shopee as the organization/platform that experienced the data leak. This report will allow Shopee to take immediate action and improve the security of their system.
2. Filing a lawsuit for compensation: Article 1365 of the Civil Code states that a person who violates another person's rights and causes harm is obligated to pay compensation for the harm caused. In the context of personal data theft, consumers can sue Shopee to seek compensation for any losses that they may have incurred as a result of the theft. This lawsuit may include financial losses, losses due to loss of privacy, or any other losses that the court may determine."
3. Password Change: Consumers should immediately change the password for their Shopee account. In addition, if the same password is used for other accounts, then it is recommended that the passwords for all of those accounts be changed as well. This is an important step to avoid unauthorized access to other accounts that could be exploited by irresponsible parties.
4. Monitor Banking Activity: Consumers should continue to monitor their banking activities on a regular basis. This is done to detect any suspicious activity or unauthorized transactions that may be related to data theft. If there are any signs of suspicious activity, contact the bank or financial institution immediately.
5. Beware of Fraud: One of the main risks after data theft is falling victim to fraud. Irresponsible parties can use the stolen data to commit fraud, such as pretending to be a trusted party. Consumers should always be wary of overly favorable offers or information and verify each offer carefully.
6. Monitor Investigation Information or Countermeasures: Consumers should keep monitoring the latest information regarding the actions taken by Shopee or related organizations in addressing the data leak. This could involve notifications about actions to be taken by consumers, such as activating additional safeguards or verifying identity [19].

These actions are taken with the primary objective of protecting consumers' personal data, avoiding misuse of data by unauthorized parties, and providing support to investigation and countermeasure efforts undertaken by the host organization/platform. In a data breach situation, quick response and preventive measures are key to mitigating any negative impacts that may arise.

4 Conclusion

In the analysis regarding the implementation of personal data protection in Shopee's Privacy Policy, it currently does not fully meet the requirements of Law 27 of 2022 concerning Personal Data Protection. There are deficiencies in terms of providing sufficient information to consumers/users about Shopee's identity, legal basis, purpose of processing personal data, and responsibilities. In addition, the arrangements regarding user consent for the use of cookies also need to be improved. It is important for Shopee to improve consumers/users' understanding of their rights in personal data protection and to review their Privacy Policy to make it compliant with the provisions of Law 27/2022. This will ensure stronger personal data protection and better compliance with personal data protection regulations in Indonesia.

5 Acknowledgments

I would like to thank my parents and Muhammadiyah Sidoarjo University for being an inspiring place for the author in completing this article. And thank you to the University of Muhammadiyah Sidoarjo where I studied who never stopped providing support, so that this article could be completed.

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