

DIRECTION DES EXAMENS ET DES CONCOURS (DEXCO)

## BREVET DE TECHNICIEN SUPERIEUR / SESSION 2021

FILIERES INDUSTRIELLES : - RESEAUX INFORMATIQUES ET TELECOMMUNICATION  
- SYSTEMES ELECTRONIQUES ET INFORMATIQUES

EPREUVE COMMUNE : **ANGLAIS**

Durée de l'épreuve : 2 Heures 30

Coefficient de l'épreuve : 2

**PROTECTION OF PERSONAL DATA  
IN THE ERA OF THE INFORMATION SOCIETY**

Technological innovations have paved the way for a world where individuals and businesses are increasingly connected through digital technologies that offer them new ways of working, interacting and transacting. We have therefore moved from a material economy to an immaterial economy which now affects all sectors of activity. This so-called digital economy is based on information.

With the explosion of connected devices and the ubiquity of online services, unprecedented volumes of personal information are being generated. If this information is essential in the marketing strategy of companies to offer targeted services to consumers, States for their part orient their strategy towards data in order to offer quality electronic citizen services to populations.

However, the use of this data is not always done in compliance with the regulations and therefore without any guarantee of individual freedoms and privacy. Indeed, Big Data analysis methods are always more precise and more intrusive thanks to means which make it possible to collect all types of data, including sensitive data without the consent of users and to the detriment of respect for private life and freedoms.

Thus, the "misuse" of data is increasing economic and geopolitical tensions today. This imposes measures on States to ensure the confidentiality and protection of data.

Côte d'Ivoire has taken initiatives to reinforce its regulatory framework by passing laws, in particular laws on electronic transactions, cybercrime and the protection of personal data.

Adapted from WWW.MGM.COM, in Telecom Development  
In Côte D'Ivoire, December 2020

**VOCABULARY**

<u>To pave the way / Ubiquity</u>	: ouvrir la voie / omniprésence
<u>In compliance with</u>	: conformément à
<u>Regulatory framework</u>	: cadre réglementaire