

**PRIVACY POLICY OF PERSONAL DATA IN THE FUNERAL BUSINESS
IN THE CONTEXT OF DIGITAL ECONOMY**

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Current legal issues of personal data privacy policy in the field of funeral business are considered in the article. The author speculates as well about further development of this problem and suggests some possible ways of solving it.

In today's world, almost any business project is subject to digitalization because of consolidation of the concept "automation" for any type of commercial product. Digitalization itself follows informatization and is an integral part of digital economy formation and development. With the ongoing process of globalization, there is a transition from the introduction of individual digital technologies to the integrated construction of a digital system within transnational and national economies. Such changes oblige all participants of digitalization to closer relationships in all areas of public life: from society to economy.

There are some common qualities related to digitalization of a business space. They are transforming and destructive effects. Usually transforming digitalization is viewed from the perspective of complementary technological effects that arise in the process of close interaction of people and machines. Structural transformations increase gradually and heterogeneously in various types of activities therefore a particular profession can simultaneously be exposed to transforming and destructive risks of different levels [1, p. 11]. At the same time, it is difficult to single out the maximum digitalization for the structure of funeral business, because this commercial sphere requires a certain psychological and social interaction with the client, which is feasible only for a human being, not for a robotic technology. On the other hand, the existence of systematic customers databases and commercial information about them indicates that the digitalization process has affected the business sector under consideration.

As for the privacy policy of any data, first of all, it depends on the level of protection and the current legislation of the state. With the spread of digitalization, relevant information protection methods have also appeared. They are: appropriate software, data encryption, security protocols and much more. At the same time, nowadays, not only in the Republic of Belarus, but also in the Russian Federation there is a tendency to leak personal data of people before they become clients of ritual service bureaus.

There are a lot of news items on the Internet about incidents when funeral workers offered their services almost a few hours after the death of a person [2]. Grieving relatives threw into question not only professional courtesy of employees, but also their awareness of what had happened. As news reports show, after a person's death, relatives of the deceased call an ambulance and police in order to record a person's death. After finishing all the necessary proceedings an ambulance staff representative or a representative of an internal affairs body gives to the relatives of the deceased a business card of some funeral home, or sometimes it happens so that after the departure of an ambulance staff representative or a representative of an internal affairs body a relative of a deceased gets a call from a funeral home employee. Such situations show that there are some contractual relationships between health authorities or internal affairs bodies and funeral services organizations that are officially, on a contractual basis, not fixed and are corrupt.

However, it is necessary to consider all structures that have information about the deceased and can transmit such information for a fee. In the Republic of Belarus, depending on the circumstances, an approximate list of such structures is as follows:

1. Internal affairs bodies;
2. Health authorities(hospitals, morgue);
3. Housing maintenance service;
4. Condominium;
5. Organizations working with cemeteries.

In the Republic of Belarus, personal data are understood as the basic and additional personal data of an individual to be entered in the population register in accordance with the legislative acts of the Republic of Belarus, as well as other data that can help to identify a person [3]. As you can see, this definition is quite inaccurate and contributes to the disclosure of personal data, especially in the field of funeral business.

Death data refers to personal data and is confidential [4]. Under confidentiality we understand the requirement not to allow the distribution and (or) the provision of information without the consent of its owner or other grounds provided for by legislative acts of the Republic of Belarus.

According to the results of a global study of information leaks, for 2018, conducted by the analytical center of Infowatch, the United States and the Russian Federation are leaders in this rating. The main channels of leaks are the network and paper documents [5]. Based on the fact that the Republic of Belarus borrows various ways of doing business from the neighboring Russian Federation, one can only predict the growth of ongoing leakage of personal data in the funeral business. No matter how much digitalization affects this area, the risk of confidential information getting to third parties is extremely high. This is connected not only with hacking of computer systems, but also with the usual human factor – greed.

It is also worth considering the problem of legal regulation in this area, which consists of the fact that although the requirements for the protection of personal data by law are established, there is no administrative or criminal liability for their violation.

Thus, in fact, the personal data of individuals are not protected. Unfortunately, it is practically impossible to bring to justice those who disclose such data or use data obtained in violation of the law. It is necessary to introduce authorization for the disclosure of confidential information, accountability of commercial information and the introduction of modern information security technologies (for example, Blockchain).

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