

# Protection of Personal Data in Healthcare and New Technologies

## (Abstract)

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Technological developments are advancing incomparably faster than legal developments can keep up with. It can be seen very intensively in healthcare, which affects the most important areas of all of our lives, and in which we also encounter very sensitive and important data. Due to this rapid process of change, there is a lack of the application of human rights in some areas. It is therefore necessary to constantly monitor whether the current legal framework is broad enough to be able to properly cover new technologies as well, thus securing the people who use these technologies.

The “theoretically principled” viewpoint that GDPR accepted is showing to be lacking behind when we arrive at the clash between personal data protection legislation and the private sector, which is most often represented by the big technological companies with major share and influence over the personal data processing market. The legislation based on the system of commonly defined principles, values, and concepts, which was and still is efficiently used in most of our present legal system, cannot measure up with the technological advancements connected to the Big Data analytics. The modern technology can deduce any number of exact personal data about a natural subject, while operating just with inferences based on great amount of otherwise unimportant and uncomprehensible data, which is something very difficult for the current legal approach to grasp. That is where the need for more specific and strict legislation stems from.

Since this exactness is rather inherent to the softer kinds of regulations dealing with specific sectors in their narrow specified way, developing a system of such regulations – emerging from the foundations set up by the GDPR, while at the same time dealing concretely with small particular part of personal data protection – may be one of the ways that the personal data protection legislation, or rather the whole European Union’s and its member states’ legislation, should be heading towards.

**Key words:** healthcare; personal data; technology; privacy; personal freedoms; online personality