

CHILDREN'S ONLINE PRIVACY PROTECTION: A COMPARATIVE  
STUDY BETWEEN THE ACTS IN MALAYSIA WITH THE  
CHILDREN'S ONLINE PRIVACY PROTECTION ACT (COPPA) 1998

By

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## **ABSTRACT**

Children and young people are among the internet users whom would constantly utilize the internet in various ways. Young people's private lives are increasingly laid bare by the often personal data published in their blogs, on social networks, in chat rooms, and so on.

At a very young age, web users face some complex issues: copyright on the Internet, image rights, protection of personal data and private life, and the risks inherent in the Internet's new social forums. Although there are many laws that defines, govern and protect the activity of children and their legal rights and their online activity of the Malaysian internet users, none of them fills in the need of protection of the children's online privacy protection.

Thus, in enhancing the laws that has been implemented, several provisions need to be inserted to overcome this lacuna. The United States of America had taken steps to resolve this issue, hence are made as reference to improve the laws regarding the protection of online data of the children.

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# CHAPTER ONE

## INTRODUCTION

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### 1.0 RESEARCH AREA

Protection of Children in the Internet: A Review on Personal Data Protection Act in Protecting the Personal Data of the Children in the Internet

### 1.2 RESEARCH BACKGROUND

The internet is an electric communication network that connects computer networks and organizational computer facilities around the world.<sup>1</sup> This network enables almost everyone to connect with the people they want to. Now that the Internet is increasingly within everyone's reach, children are more and more exposed, on line, to risks which their parents cannot always control.<sup>2</sup>

Children and young people are among the internet users whom would constantly utilize the internet in various ways such as for means of educational aid, communication and entertainment. Children represent a large and rapidly growing segment of online consumers and are being actively targeted by commercial Web sites.<sup>3</sup> Young people's private lives are increasingly laid bare by the often personal data published in their blogs, on social networks, in chat rooms, and so on. At a very young age, web users face some complex issues: copyright on the Internet, image rights, protection of personal data and private life, and the risks inherent in the Internet's new

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<sup>1</sup> *Internet definition*. Retrieved on 20 April, 2013, from <http://www.merriamwebster.com/dictionary/internet>

<sup>2</sup> *Safe Surfing. (Children and the Internet)*. (2012) Retrieved on 20 April 2013, from Council of Europe Website: <http://hub.coe.int/what-we-do/media-and-communication/children-and-the-internet>

<sup>3</sup> Federal Trade Commission.(1998). *Privacy Online: A Report to Congress*. Retrieved May, 2013, from <http://www.ftc.gov/reports/privacy3/priv-23a.pdf>