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### **Human Rights on the Internet. Synergetic effect of the technological and legal impacts.**

As it was called once – the internet at its current growth rate and development stands to be the greatest machine ever built in the history of humanity. And it is quite hard to complain about it, because this “machine” is the most reliable human beings have ever constructed. It has never crashed before and has always run uninterrupted because of its distributed nature. There are over 100 billion clicks per day online, many e-mails sent and web-pages viewed all around the planet. The internet also accounts for five percent of all electricity used on the planet to keep it running continuously. As Tim Berners-Lee thinks, in the future human beings will have a natural balance in using the creative and analytical parts of their brains by turning computer power loose through the power of notion of a semantic web. From Wikipedia – the semantic web is a collaborative movement led by the international standards body, the World Wide Web Consortium (W3C) – it is a web of data that can be processed directly and indirectly by machines[1].

In terms of current technological progress it is necessary to remind that almost 20 years ago there were only few people around the world carrying the cell phones. Nowadays we have cell phones everywhere as not a luxury thing but a necessity. Legal aspects of using cell phones are still in progress depending on the different countries – somewhere you need to show you passport, somewhere you can buy SIM-card without any documents, which means that no one would know who is using that particular cell phone number. At the same time cell phones are our sensors and all we are part of the big global network – telephony network. Before the smart phones we were generally using just telephony functions of the cell phones, but after integration there additional features and expanding its functionality we’re carrying micro PC as a small information bomb everyday with us. Typical cell phone today has GPS, camera, Wi-Fi modules, and 3G or LTE additional modems functionality – which means that it is easy today to get your position, to see what you see or doing with your cell phone and transfer all these data to the particular servers. This mobile era – which is called the Web 3.0 era – evaluates with the marketable support of innovation and higher necessities [2]. The new technology has the capability to supply more real-time in turn. This information comprises location, weather, traffic, local business and visits a store frequency. This also provides new industry opening. No one can assure you that you are safe while using your cell phone. From the recent incidents it is necessary to remind about the incident with the Iphone or iPad – while they were recording your position, or incidents (which are still take place) when you might be connected to the fake base-station and pay additional money for the calls and texts, or transfer your personal data through them (only from the recent time, some applications were proposed to check the base station). There are many examples of how our rights for the private life were interrupted and how companies, or hackers break into our privacy.

The Web 3.0 concept has many different meanings, but all of them consider using information by the machines [3]. It is hard to imagine how your fridge connected to the Twitter account sends you a twit to buy some specific food according to your customization. It is hard to imagine that while you are doing exercises you might receive a text or e-mail from your cooker or microwave that your breakfast is ready and waiting for you. All these are pictures from the future which is already here. According to the statistics some people carry their cell phone even to take care about their personal hygiene and some of them would stop buying a chocolate bar just to use the Internet on their cell phones. One reason why this progress is inevitable is it’s simplicity. If everyone carries their own data connectivity they don’t have to hassle with

configuring new networks, getting credentials, wicking authentication methods, and all the other hassles of trying to plug into someone else's network considering wired connection or 802.11 standard. Web 1.0, or the information web, was straightforward enough. IT was full of static content and could be seen as an extension of offline media, such as print and TV. This version of the web was able to provide information to users in a broadcast model of information distribution. The next evolution of the web brought about web 2.0 or the social web which is characterised by users communications, contributing and collaborating. Web 2.0 has empowered users and consumers of the web to shift from being passive consumers of content and information into active producers of content and information. It allows users to equally participate in the production of content creation and in sharing that content with a wider audience online. Web 3.0 means that our things, our belongings will have the power to learn, intuit and decide. This version of the web derives its "wisdom" from the software that learns by looking at online content, analyses the popularity of that content and has the ability to draw conclusions. Web 3.0 has the potential to change the entire process by bringing machines closer to users and producers which would result in more dynamic, interactive and efficient creation of content online as well as the management of that content[2].

Today there are plenty things to prevent using particular web-sites by including them to the databases, asking the password and only allow particular web-sites which is called parental control, etc. But there are ten times more different ways how to cheat all these preventions. The important thing about Web 3.0 that the resulting information may be false or misleading, depending on the popularity by the society, which sometimes is not correct [4]. Once it was mentioned that from a data-protection perspective, one of the main aims of the Semantic Web and Web 3.0 is to make data easier to process and re-use. But this leads to the question however, what becomes of the protection of personal data in such an open, universally accessible web on interlinked data? This is particularly important because applications according to the Web 3.0 are likely to be far more effective than even traditional search engines at piecing together personal information, thus increasing the risk of identify theft [4]. It leads to special requirements for safeguards to protect user data, as well as policies to ensure people understood how their information would be used. Which also means that there should be special commissions which will allow publishing every new web-site to the Internet and issue special certificate for the particular information placed there to ensure people using that web-site they wouldn't see any not appropriate content. There also should be special policies for information distribution from the web-sites or hierarchical structure of the information on the web-site for the visitors of the web-site – for the internal use, and information for the search engines, machines – for the external use. Even now there are many questions about the mail-servers reading our e-mails and using that information for the more customized advertisements, or Vo-IP or SIP services recording our talks without our permission just because our data goes through that servers. It is necessary to said that we almost non-protected at the internet from the non-appropriate information, unfortunately there might be one-look rule – when once you will see and will get that information just to build the policy for the future not to show that information, because we don't have special governmental or international policies against placing that information to the Internet. In terms of Web 3.0 when our things will use information from the Internet, or they will generate the information and send it to the Internet we should specify the policy and special agreement of connecting things to the Internet, there should be clear identification field which would point particular human being to whom the thing belongs, otherwise we will have tons of uncontrolled information generators – bots – which will influence on the information dissemination.

Due to the fast growth in technologies area and in amount of data and types of data at the Internet there is slow reaction on it from the legal side of our life which leads to the lack in laws and policies protecting our privacy. It is the goal of international community to update current laws regulating data and information dissemination policy at the Internet in terms of checking the content of the web-sites and certifying them for the particular information placement.

#### **References:**

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