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## **LEGAL REGULATION OF THE MECHANISM OF APPLICATION OF TECHNOLOGY IN MODERN CONDITIONS OF DIGITALIZATION**

The rapid development of technologies leads to the emergence of new social relations, which have caused new challenges for the legal system. The introduction of technologies has led to an increase in the amount and directions of use of information, the accumulation of which can lead to the violation of a person's legitimate interests, the occurrence of material or moral damage. All this requires legal science to find new models that were previously unknown to legal doctrine and did not harmonize with the standards of legal regulation. Information technologies are reflected in law-making and law enforcement, in the spheres of private law and civil circulation.

The promising vision consists in the formation of principles and approaches to the development of social relations, which are laid down in the provisions of current regulatory and legal acts, both at the state and international levels. It is important that Ukrainian and foreign publications do not have a single approach to understanding this theory. The emergence of a new reality, the virtual space of doing business, the Internet of Things, artificial intelligence, and the protection of personal data require legal science to search for new models of legal doctrines that did not fit into the standards of legal regulation. As for Ukraine, the first legal act that determined the need to create legal, financial, economic, organizational, scientific, technical, methodological and humanitarian prerequisites for the development of informatization was the Law of Ukraine "On the National Informatization Program" of 02/04/1998 No. 74/98-VR, which at the beginning of the era of digital development of society was far from the daily life of consumers, so now it is considered quite outdated due to the definition of only the main tasks of informatization. Based on this, it becomes necessary to investigate it as a new phenomenon.

In Ukraine, at the end of the last century, a new direction of IT practice began to take shape in the activities of legal firms Legal Tech [4] and from the end of the

2000s - the provision of legal services to consumers using information technologies, the purpose of which was to investigate traditional ideas about the provision legal services for the implementation of information technologies from private services to the "Action" application [5].

However, despite the breakthrough in the field of technology and the research of leading companies, they continued to treat innovations with skepticism and postponed their introduction into work processes until the pandemic of 2020. According to Wolters Kluwer, already in 2021, the majority of EU and US law firms understand technology spending as an investment [6].

In 2021, the Spanish international company Wolters Kluwer submitted a report on the demand of the legal market for techno-innovations. 700 people were interviewed. in law from Europe and the United States. Conclusion: automation of certain objects of legal activity for legal companies and specialized law and attorney offices is an urgent need that will increase productivity and lead to business profitability [6].

In Ukraine, the IT industry occupies the third position in the level of export of services, where the main customer continues to be the USA. Export companies in the market structure make up 80%, where more than 60% work according to the outsourcing model, food companies make up only 30% [7]. IT law serves the economic sector. With approximately 2.98 billion users as of the first quarter of 2023, Facebook is the world's most used online social network. Based on this, the basis for the analysis of IT law is laid, which takes into account the changes occurring in the legal regulation of social relations and related to their digitization through special legislative acts in the information field. Therefore, this area of information law is narrowed to regulated relations and no model is offered for new relations that are rapidly developing. Example: relationships related to cryptocurrency continue to remain outside the law. Regulatory and legal acts of Ukraine that regulate the information sphere: Law of Ukraine "On Information" [1], Law of Ukraine "On Protection of Personal Data" [3], etc. In 2016, the Concept of the Digital Code of Ukraine project was prepared, which has not yet been fixed by strategic measures for the legal support of digitalization. In September 2021, the Verkhovna Rada adopted the draft law "On Virtual Assets" [5], but the law was returned by the President of Ukraine for revision. In 2022, the Law of Ukraine "On Cloud Services" was adopted [2].

During the development of technologies and information systems and ambiguity in decision-making, there is a need for specific information in the list of personal data. The legislator must determine the list of data that needs protection.

As a result of the research, it was possible to establish that law and technology are an important vector in the new social relations of EU countries, as well as Ukraine. Of particular importance is foreign practice, namely, the legal system of the EU and the USA, which is regulated by new constructions that contradict the classical law of our country. Incompatibility also arises with other legal systems of countries that implement an innovative technology development policy.

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## **ОСОБЛИВОСТІ ЗАХИСТУ ПЕРСОНАЛЬНИХ ДАНИХ СУБ'ЄКТІВ СУДОВОЇ ВЛАДИ**

Питання поводження з персональними даними суб'єктів судової влади є надзвичайно важливим та вимагає ретельного підходу з огляду на необхідність забезпечення балансу між правом на приватність і принципом відкритості діяльності органів державної влади. З одного боку, особи, які обіймають публічні посади, мають усвідомлювати, що їхній особливий статус передбачає певний рівень публічності та, відповідно, меншу сферу приватного життя. З іншого боку, це не означає, що їхні персональні дані можуть використовуватися та поширюватися безконтрольно.

Конституційний Суд України у своєму рішенні від 20 січня 2012 року визначив, що публічний характер органів державної влади та їхніх посадових осіб вимагає оприлюднення певної інформації для формування громадської довіри та підтримки авторитету влади. Водночас, персональні дані можуть стосуватися не лише самих посадовців, а й членів їхніх сімей, яким Конституція гарантує право на невтручання в особисте та сімейне життя. Отже, у кожному