

Abstract

The diploma thesis deals with the topic of personal data protection in the age of surveillance capitalism, relying on the General Data Protection Regulation or GDPR. It presents, first of all, what can be imagined by the term Big Data, since the protection of personal data consists in the constant collection of all data, among which there are personal data. In the context of this issue, the various risks of data collection and processing will be discussed. Then, attention is given to surveillance capitalism, i.e. not only the definition, but also what it consists of and what pitfalls come with it. Above all, this paper seeks to answer the question of what role the GDPR currently plays in relation to data protection, i.e. whether it is successful or not, which of course cannot be done without a more detailed analysis of this legal document. To this end, the thesis will focus on selected examples from practice that should help to answer the question posed.

Key words

Surveillance Studies, surveillance, Big Data, surveillance capitalism, GDPR, protection of personal data, social media