

## How Individuals Care for Personal Data Protection When Using Online Services

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### Abstract

*Individuals have more mechanisms for personal data protection according to new EU General Data Protection Regulation. Therefore, we researched the actions of individuals in relation to the protection of their personal data when using online services. We wanted to assess the awareness of individuals about the importance of personal data protection and if there are any differences regarding age, education and gender in relation to personal data protection when using online services. We examined the individuals' rights in connection to personal data and in connection to ICT use. In the empirical part, we collected several data regarding the behaviour of individuals, related to the protection of personal data. We emphasised that at least age is one of the factors influencing the behaviour and added recommendations for improvement of protection of personal data in conclusions.*

**Keywords:** privacy, personal data, protection, information technology, individuals, General Data Protection Regulation