

# PERLINDUNGAN HUKUM DATA PRIBADI KONSUMEN TERHADAP NOMOR PONSEL YANG DIDAUUR ULANG

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## ABSTRAK

Nomor ponsel merupakan elemen privasi karena di dalam nomor ponsel tersambung berbagai akun milik pengguna dan terdapat data pribadi milik pengguna. Pokok permasalahan : (1) Bagaimana perlindungan hukum data pribadi terhadap konsumen yang nomor ponselnya didaur ulang?; (2) Apa peran lembaga perlindungan konsumen dalam mengatasi permasalahan yang timbul dari daur ulang nomor ponsel terhadap data pribadi? Untuk menjawab penelitian tersebut dilakukan penelitian secara yuridis normatif dengan pendekatan perundang-undangan, pengumpulan data dilakukan dengan studi kepustakaan dan wawancara dan dianalisis secara deskriptif kualitatif. Kesimpulan dari penelitian ini adalah dalam praktik mendaur ulang nomor ponsel milik konsumen perusahaan operator harus memperhatikan hal-hal terkait data pribadi sesuai Undang-Undang Pelindungan Data Pribadi dan UU Telekomunikasi, hak & kewajiban konsumen maupun pelaku usaha sesuai ketentuan Undang-Undang Perlindungan Konsumen. Konsumen yang dirugikan dari adanya hal ini dapat menuntut ganti rugi dan/atau melaporkan kelalaian pihak operator seluler kepada YLKI, BPKN, dan BPSK. Dari adanya berbagai peraturan yang berlaku, diharapkan pelaku usaha lebih memperhatikan dan melaksanakan aturan yang berlaku guna mengedepankan kenyamanan konsumen dan konsumen diharapkan lebih berhati-hati dan bijak dalam membeli *simcard* dan mengganti nomor ponsel sehingga meminimalisir kerugian yang mungkin timbul dari adanya daur ulang nomor ponsel.

**Kata Kunci :** Daur Ulang, Nomor Ponsel, Data Pribadi, Konsumen, Lembaga Perlindungan Konsumen.

# **LEGAL PROTECTION OF CONSUMER PERSONAL DATA ON RECYCLED MOBILE PHONE NUMBERS**

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## **ABSTRACT**

*The cellphone number is an element of privacy because the cellphone number is connected to various user accounts and contains the user's personal data. Main issues: (1) How is the legal protection of personal data for consumers whose cell phone numbers are recycled?; (2) What is the role of consumer protection agencies in overcoming problems arising from the recycling of mobile phone numbers to personal data? To answer this research, research was carried out in a normative juridical manner with a statutory approach, data collection was carried out by means of literature studies and interviews and analyzed descriptively qualitatively. The conclusion from this research is that in the practice of recycling consumer cell phone numbers, operator companies must pay attention to matters related to personal data in accordance with the Personal Data Protection Act and the Telecommunications Law, the rights & obligations of consumers and business actors in accordance with the provisions of the Consumer Protection Act. Consumers who are concerned about this can demand compensation and/or report cellular operators to YLKI, BPKN and BPSK. From the existence of various applicable regulations, it is hoped that business actors will pay more attention to and implement applicable regulations to reduce consumer convenience and consumers are expected to be more careful and wise in buying simcards and changing cellphone numbers so as to minimize losses that may arise from recycling cellphone numbers.*

**Keywords:** *Recycling, Mobile Numbers, Personal Data, Consumers, Consumer Protection Agency*