

## POPULAR SCIENCE ABSTRACT

The economic and technological development of the European Union and its Member States depends in a large extent on cooperation with other participants of the international market. The United States has been one of the most important partners of the countries of the Old Continent for years. The country has a huge impact not only on the development of new technologies, but over the years has presented itself as a bastion of democracy and the cradle of human rights. Cooperation in the international arena, even the most lucrative one, must not, however, lead to the weakening of guarantees of human rights and freedoms. However, the understanding of what is hidden by individual rights may be different in the United States and the countries of the European Union. The scope of individual rights and freedoms largely depends on the tradition, culture and social structure of the region in which they are implemented.

Examples of individual rights that are otherwise guaranteed in the European Union and the United States are the right to privacy and the right to the protection of personal data. The aim of the project is to investigate whether the United States is effectively protecting an individual's personal data.

According to the author of the study, even if individual provisions in force in the United States are adapted to the requirements of the GDPR, it will not be possible to recognize this country as ensuring an adequate level of protection without ensuring the appropriate effectiveness of the adopted regulations. The regulations currently in force do not guarantee full respect for individual rights. The protection model in force in the United States insufficiently protects the individual from excessive interference in his rights by public authorities and in many cases gives priority to economic interests over the exercise of individual rights and freedoms. This leads to the weakening of the importance of the right to privacy and the protection of personal data in the socio-legal sphere and prevents the individual from fully realizing his remaining freedoms and rights.

Scheduled research is important for a number of reasons. Above all, the United States is one of the European Union's greatest partners both in the economic and political spheres. The high requirements currently imposed on data controllers who want to transfer personal data to the United States make this process no longer profitable for many of them. This may lead to an economic slowdown and market collapse as a consequence. The European Union cannot afford this, especially given the significant influence of the United States in the development of new technologies. Demand for digital services in European countries is constantly growing, and those that cannot use them freely are lagging behind their partners on the international arena. Data processing is an inherent element of using new technologies, but they must be properly secured.

The United States is still (along with Russia, China and India) one of the countries that has a significant impact on international relations, both economic and political. The country has a long history of protecting human rights, and its rulers often see themselves as defenders of democracy and individual rights. This issue is certainly debatable, but it seems justified to examine whether in the case of the United States it can actually be considered that they guarantee effective protection against violation of the individual's right to privacy and the right to protection of personal data, which are, after all, a fundamental element of human dignity and freedom. This is particularly important if we recognize that ensuring adequate protection of these two values affects the implementation of other human rights and freedoms.

Research results may contribute to the development of data protection and privacy law. An in-depth analysis of the differences between the various protection models adopted in the United States and in the European Union will allow for the continuation of dialogue between interested parties and the development of satisfactory solutions. It will also help data controllers understand the risks involved in transferring personal data to the United States. Undoubtedly, the proposed research topic is international. This is related not only to the analysis of the legal order alien to European culture, but also to conducting legal and comparative research to determine whether the United States guarantees an adequate level of protection.