Privacy is a long-existing and dynamic concept. In the 1970s, the period of ever increasing concerns about personal data stored in the computer systems began. With the advent of computers it was realized thtwo other dimensions: economic incentives (in the privacy-aware environment people only trust organizations that care about customers' privacy) and the privacy legislation enforcement (privacy activists force the legislation to develop and to be enforced). Economic incentives and the strong privacy legislation will force proliferation of the fourth dimension-privacy-protecting technologies. Finally, the crux of the matter is how much do individual's care about privacy?

e meaning people embed into the privacy concept changes inevitably following the evolution of society and technology. e importance of privacy grows over the years since personal data become easier to acquire and to expose, which increases threats to privacy. Moreover, the consequences of privacy breaches become more and more tangible.

e advent of new technology led to the growth of privacy concerns. In 1890, the highly cited privacy-related paper " e Right to Privacy", written by Warren and Brandeis, emerged as a response to the privacy concerns about new technology, allowing publication of photographs in newspapers. In this paper, the authors described privacy as the individual's "right to enjoy life" and "the right to be le alone" [1].

In the 1970s, the period of ever-increasing concerns about personal data stored in the computer systems began. Prior to the Computer Age, people relied on legislation and social norms to protect their privacy. With the advent of computers it was realized that the law poorly protects individuals against misuse of personal data processed by new technology. Legislation was either obsolete for a new situation, or simply there was no pertinent legislation [2]. is urged a need to establish standards for privacy protection. e problem was approached seriously, at the political level, and a number of guidelines and standards emerged addressing privacy protection.

operating system version, unique device identi ers, mobile network information including phone number);

- Details of search queries;
- Telephone call and SMS logs;
- IP addresses;
- Location data (GPS signals from a mobile device, nearby Wi-Fi access points and cell towers).

e Google privacy policy change provoked a rising tide of debate

controller will also have to inform third parties, processing such data, about the request to erase the data

5) Organisations have to notify Data Protecting Authorities and individuals a ected about the data leaks within 24 hours.

e proposal endeavors to address the di erences between the EU and the US approach to privacy. While the EU attempted to create coherent privacy law across all its members, the US heavily relies on self-regulation and responsible behavior of its citizens [2]. e adoption of the proposal will guarantee that the EU citizens' personal data will be used according to the EU privacy regulation, even when they processed by the US corporations.

e rapid advancement of ICT has changed the way data are collected, stored, processed and, of course, protected. us, on the one hand, new technologies cause the escalation of privacy concerns in society. On the other hand, technologies could put users back into control over their personal data. Generally, people are not interested in privacy as an abstract concept. e transparent control of the personal data exposure to others – this is what people most likely desire and this is what technologies are capable of o ering.

No technology *per se* implies that our privacy should be invaded. Any system should be designed with privacy in mind and should use technology to protect our privacy. e privacy problem is not a question of technologies being unable to protect privacy, but an issue of the legal and economic nature. Bodies, which design systems and implement technologies, should have economic and legal incentives to enable privacy protection. e economic stimulus is rooted in customers' trust: the more customers trust an organization, the more pro t an organisation makes. e surveys show that e-commerce loses an essential amount of pro t due to the users' privacy-violation fears [2]. On the legal side of the problem, a law is needed which encourages organisations to protect users' privacy.

In author's opinion, the privacy problem should have a four-dimensional solution illustrated in gure 1.

e rst dimension involves privacy awareness and education. Statistics show that we are still to create the privacy-conscious and privacy-educated society. According to the survey the majority of Google users are ignorant about the forthcoming policy change [10]. Nearly sixty per cent of social networking websites users have never read privacy policies. People are not able to protect their privacy if they are unaware of the privacy regulation, about their privacy right and about the way their information is used.

e rst dimension promotes the other two dimensions – economic incentives and the privacy-legislation enforcement. First, in the privacy-aware environment people only trust, and, as a result, bring their money to, organizations that care about their customers' privacy. Second, privacy activists force the privacy legislation to develop and to be enforced: the increasing number of privacy activists expedites this inevitable process. e privacy legislation, in its turn, also induces additional economic incentives by imposing nes for privacy law breaches. Economic incentives and the strong privacy-legislation, supported by the privacy-conscious society, will force proliferation of the fourth dimension – privacy protecting technologies.