

# Problems Of The Price Of Information, Its Impact On The Development Of The State And Society

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**Annotation.** In the article, the authors consider the category of information as an object for conducting purchase and sale transactions. In the modern period of time, one of the main objects for making such transactions is information. It is she who can affect the development of agriculture, the level of crime in the state, which is acquiring new dimensions and directions in connection with the total binding of all spheres of life of citizens to debit and credit cards, which are quite easy to analyze and calculate not only the place of residence of a person, but also his interests and sphere of activity. The weak security of personal data makes it possible to develop new technologies for psychological impact on citizens and, with their help, to take away the funds accumulated on personal accounts from the victims. False, unsupported information coming from the media, which have proven themselves all over the world as responsible and honest media, can create an avalanche of negative emotions in the world community in relation to countries and states, which can also shake the political and economic situation in everything. the world. So, information, its falsity and veracity, its distribution, purchase and protection in the 21st century is the most formidable, influential and one of the leading segments for activities in any direction of human development.

**Keywords:** civil legislation, information, information technologies and resources, public relations, civil and criminal liability, data protection.

## Introduction

In the modern period of time, the development of any business is associated with the development and implementation of the latest technologies in production. This leads to the emergence of special words and terms for designating objects of entrepreneurial activity. Active business and trade relations expand the communicative contacts of native speakers with speakers of other languages. In the modern era of development and expansion of business, the areas related to the study of business terminology are especially important. The result of many such processes is the emergence of entire blocks of information, which sometimes becomes one of the most important components of the development of any industry, policy, development.

We must agree with the statement that the information space has now deeply penetrated into modern society, we can state the formation of a new digital reality. And it should be realized that the state must adequately respond to the ongoing processes of digitalization in all spheres of public life, state bodies must clearly and clearly formulate and implement the goals and objectives of the formation of the specified information space. In general, the formation of the information society is inevitably associated with the existence and functioning of a cybernetic (information) civilization, which requires further legal understanding and the development of modern legal regulation tools that can adapt to new conditions and minimize the growth in the spread of existing information risks [8, p. eleven].

Information is one of the expensive objects for transactions. It is a valuable commodity for which a price is set. In the current century, the lightning-fast development of modern technologies associated with the World Wide Web has replaced almost everything for humanity. Virtual shops, websites with news resources, new modes of transport, including unmanned taxis. However, the emergence of new technologies, for some reason, is closely related to the emergence of new social risks, which at the same time can become a threat to humanity. In addition, such a development with the obligatory linking of specific individuals to virtual accounts and cards has led to the fact that people have become almost completely dependent on the Internet. Strengthened the link in 2019-2020 and to this day, the now actively deteriorating situation associated with mass diseases: online shopping in grocery stores, ordering goods, sites where it is possible to purchase medicines, buy shoes, clothes, furniture, equipment and much more are made with using plastic cards, mobile devices that contain a fairly large amount of personal data associated with them.

The personal data that users share online has been free for businesses for a long time. The only question was how to collect, analyze and use them.

Now this situation is changing dramatically. Regulators are limiting what IT companies can do and empowering users by introducing new laws that give users more control over the information they provide. As a result, users are beginning to realize that information has a price, and that almost every action they take on the Internet has some form of manipulation of their personal information behind it.

This no longer suits users - many online surveys show that public dissatisfaction is growing over the way companies handle personal data [7].

Former German Chancellor Angela Merkel has previously said that it is necessary to attach a price tag to users' personal data as soon as possible. She suggested considering them as materials for doing business from a legal point of view. The goal of such an initiative is to bridge the gap between traditional business and the IT

sector and improve understanding of the value of personal information [6].

However, from a data economics point of view, it is difficult to describe information and include it in a rigorous conceptual framework. It can be used almost infinitely often, unlike, for example, natural resources. In addition, in certain cases, information is transformed from a resource into a result of work, and this is another separate field for technological and legal discussions.

The change in the quality of life depending on technological progress has led to a change in the norms and domestic civil legislation, namely the emergence of new types of objects of civil rights. In 2019, at the turn of the division of human life into pre-pandemic and post-pandemic existence, with the help of Federal Law No. 34-FZ, a new category of objects of civil rights appears in civil legislation - digital rights, a rather extensive category of which includes digital payment technologies (digital money, contactless payments and others), collection of information, personal data of users of the global network. At the moment, almost every active member of our society has at least one of his own account (page). There he stores personal data, as well as information that can characterize him as a person: photos, videos, playlists and other materials [1]. In addition, many payments and money transfers are made through such accounts. Based on such digital platforms that are directly related to a specific person, it is possible to organize the work of a smart home system. And it is these objects of civil rights that have recently been directed by the influence of the criminal element [4, p. fifteen].

However, considering the sphere of business based on the sale of information, it is worth paying attention to the rather actively expanding list of information business organizations.

There is a peculiar concept - information products. It has already become a trend of our time. Demand is high, business growth is unlimited. With proper management, an info business can earn from several thousand to several million a month. In Russia, the info business has existed for just over ten years, and with the development of online sales, it has

become used as the basis for many master classes, seminars, video tutorials, webinars, etc. In many ways, this was facilitated by social networks through which all these goods are promoted. Today, such a business is in great demand and continues to gain momentum, involving not only professionals, but also those who want to quickly earn a large amount of money. The specificity of information products is based on several well-established criteria. This information product once created can be used several times, its value always depends on the reputation and opinion of an authoritative expert, and most importantly, it will always be difficult for an average person to determine the real price of such a product [9].

The main idea of organizing this type of business is not only the creation of a quality product, but also the correct selection and maintenance of an advertising company. And this means only one thing, that with a one-time creation of a product, the seller must achieve multiple sales. Therefore, the issue of finding customers becomes the most relevant in promoting this direction. It remains to figure out what an information product is and how to make it the most attractive for sale.

Information products (products) - documented information prepared in accordance with the needs of users and intended or used to meet the needs of users [5]. The problem of the concept has been of interest to scientists since the beginning of this century, since without establishing the foundations, the development of the latest technologies based on information cannot be regulated by legislative frameworks.

In accordance with GOST 7.0-99, an information product is defined as documents and databases, information arrays and services created as a result of the operation of information systems and companies. Thus, all programs, articles, banners and even entire websites can be considered as an information product [3].

Meanwhile, the rapid development of the global network has made adjustments to this concept. Not every record or document satisfies the information hunger of users and provides reliable, objective knowledge in the right amount. In this regard, the concept was somewhat supplemented and expanded: "An information

product is well-structured, objective and fairly complete information that is processed and compiled by an expert, a professional in his field. The forms of delivering information products are not limited, but films, webinars, trainings and books remain the most popular."

The reasons for the interest in creating and promoting your own information products in the modern world are simple. They lie in the consumer properties of the product itself, which, if used correctly, allows you to create a constant financial and profitable flow. In general, information is not subject to wear and tear. It is sometimes possible to sell the same information for several years. Exceptions in this case may be the beat industry, marketing, advertising and the stock market. Replication of information products does not require individual work with each client and is most often put on stream. The same information has possible applications in various areas of life: construction, the purchase of financial products, the search for workers, etc. This property is called the individualization of the product by information market professionals, which is associated exclusively with light industry, aimed at the broad masses of the population. Promotion of advertising offers does not require large expenses on the Internet, and with a sufficiently large audience, it costs little capital. With today's technologies and the presence of an algorithm of actions, even a schoolboy can engage in such promotion.

And yet, all trading platforms for the provision of both information products and digital products are tied to digital payment. Cookies, and mandatory consent to the processing of personal data, in which you can record almost any information about the site visitor: what time and from what device the person visited the page, what products were interested in, and so on. All this gives scammers a reason to track visitors and try to steal this data along with users' money.

Simplification of information collection procedures does not deprive each person of the risk of leaking data about his personal life, property, income, etc., using them for criminal purposes by interested parties. Modern copyright holders of frequently used sites usually do not

allow access to the necessary resources without the consent of the person concerned to provide certain information about themselves and consent to its processing.

Speaking about the ethical side of the application of new technologies, one should not forget about the law as people's hope for justice, the need for society to be protected by the state in the event of new risks and threats. The current fundamental law of the state, proclaiming a person, his rights and freedoms as the highest value, and recognizing, observing them and protecting them as the duty of the state (Article 2 of the Constitution of the Russian Federation), legally establishes the possibility of fulfilling such a duty (Articles 19, 21, 24 of the Constitution RF). At the same time, it is worth paying attention to the virtual absence of any legal regulation of newly emerged social relations (mandatory digitization in various spheres of public life), the level of development of the society itself, the possibilities of the legal system of the state and the system of its legislation, as well as the elements of crimes and the system of return and compensation for lost funds.

The newly formed relations affect almost all social groups of the population, all members of society, the complex hierarchy of normative legal acts in the Russian Federation, when solving this problem, the following factors should be taken into account: delineation of the subject matter of the Federation and its subjects (Articles 71-73 of the Constitution of the Russian Federation), legal logic and legal rule-making technique; inadmissibility of "overtaking" rule-making. The introduction of amendments and additions to the existing branches of legislation in terms of the protection (protection) of the rights and freedoms of citizens, taking into account the above factors, will bring the solution of the legal aspect of this problem to the norm and prevent the chaotic actions of authorities at different levels, the imbalance of the efforts of society and the state to consolidate them.

Thus, the development of society cannot be stopped. The need for info products, info services has become a daily routine for the life of a developed community. With the help of digitalization of all spheres of state and

commercial activity, on the one hand, a person is able to make his life as easy as possible. And the development of such technologies has already led to the emergence of new objects of civil rights (Article 128 of the Civil Code of the Russian Federation). What we have become direct witnesses and already participants. But the issues of digital data protection have not yet been defined, and digital technologies that can protect personal data collected by government agencies, other sites, and even scammers are not able to prevent their leakage.

Issues of judicial practice on the return of stolen funds from the accounts of citizens with the help of stolen personal information are also not sufficiently regulated [2]. At the same time, such technologies lead to the cessation of simple human communication and the rupture of socially useful ties and skills, and digital objects of civil rights that are not protected by anything can actually destroy any person if they fall into the hands of criminals. This means that it is possible to give a full assessment of such development only subjectively, taking into account the smallest conditions that can cause damage to a person, society or state. Therefore, it is urgent to organize work right now not only to change the legislative norms that can solve the issues of protecting personal information that falls into the public domain, the protection of digital money, but also to begin developing special protective programs.

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