Web application for data collection in marketing strategies: an approach from the perspective of Digital Humanities.

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Abstract

INTRODUCTION: Web applications and information systems are predominantly constituted as platforms for acquiring data and services over the Internet. Such applications integrate a technological context filled with intelligent devices interactive amongst themselves, connected to the network, hardware, and software, and accessible to the most varied social segments.
OBJECTIVES: This article aims to present a digital mechanism based on product marketing for the acquisition of personal data used by a company in the cosmetics industry; to characterize privacy and data protection in view of the regulatory acts prevailing in Brazil; as well as to discuss how such scenarios affect the consumer.
METHODS: We performed a bibliographic survey with a qualitative approach to the information collected, and used a digital platform for commercial operation as object to analysis.
RESULTS: We confirmed the use of a digital platform, accessible by different electronic devices, to spread commercial content reaching a considerable volume of users, which then propagated it. We verified an indirect relationship of supply of goods through the transfer of identification, communication and location data. We identified users being directed to the Terms of Promotion and User Privacy Policy, as well as different media resources aiding their understanding.
CONCLUSION: The customer's vulnerability in consumer relations stands out, something increasingly frequent in digital environments, which enables a directly proportional flow of information between market and consumer. Finally, we observed that Digital Humanities constitute a broad field of research under an extensive methodological domain, due to its interdisciplinary character, for the digital study of cultural phenomena, and promote critical reflection on the effects that computational methods have on society.

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1. Introduction

The twentieth century is characterized as a period of transformations permeated by a new technological paradigm that is organized around information technology, especially those related to computing, telecommunication, microelectronics, genetic engineering, among others. Unlike the industrial revolution in which information was used in the application of pre-existing concepts and science and innovation walked together, the technological revolution is configured in the application of technology in order to create knowledge, as well as communication devices with greater processing capacity and cumulative effect [1].

In this new technological paradigm, the way information technology is used and processed allows users and producers to assume the same role. It was a process that began in the 70s, with the creation of hardware (microprocessors, computers) and later software capable of storing and managing large volumes of data in their own language and increasing communication between people worldwide, thus reducing geographical barriers and the time of reach of communicative processes. Consequently, such technological apparatus influenced people's ways of life, reaching not only the social sphere, but also segments of organizational basis.

Thus, the network society came to exist, which emerged not only due to technological advances, but mostly due to the development of telecommunications [1]. In this context, the Internet has been the most revolutionary digital resource in the technological environment of the communication era, as it becomes a medium of communication between people, increasing their informational capacity and promoting greater world integration.

Different social segments benefited from this technological innovation, since it made possible to invest in military strategic interaction, to expand scientific and organizational exchange, and to promote new technological and countercultural initiatives [1]. It is a technological ecosystem with a prognosis of billions of smart devices capable of connecting people, providing services, sharing data and interacting with each other and with the environment they serve. [2].

Faced with this scenario, the scientific field has found new sources of research and teaching regarding the confluence between computer science, literature, arts, humanities and social sciences, in order to produce and share knowledge, methods and new objects of knowledge from a digital data corpus [1]. The applicability of these digital resources is a challenge to be explored in marketing contexts, for example, in order to understand and highlight the relational consequences for users inserted in this service environment permeated by digital technology [2].

This could mean looking at culture, language, or history through a digital lens, or using computer skills to better analyze and understand humanities data. Research in the humanities has shown progressively digital-centric tendencies, focusing essentially on networks, text and spatial analysis, among other areas of research.

In this line of reasoning, we can bring up a community of practice called Digital Humanities (DH), which, in general, explores the intersection between digital technologies and culture. It is an interdisciplinary set of humanistic practices dedicated especially to digital resources, uses and methodologies, aggregating them as a source of research in the humanities [3].

These practices are linked to the use of electronic information and computational mechanisms that essentially aim to explore, analyze, compile and present research. The Digital Humanities also work to investigate how digital media impacts social groups in their most diverse spheres, while seeking evidence of how humanities studies operate collaboratively for research in computing [3]. This is a growing area of research and covers a wide range of methods and practices.

Computers have certified usefulness for humanistic purposes since very early in their history, and not only as a resource for storing information sources in text libraries. Computer networks, especially the internet, have also allowed digital files to be used almost anywhere in the world, constituting a broad form of access to information with significant impacts on the ability to conduct research in the arts and humanities [3].

Digital humanists have developed methods encompassing Statistical Analysis, and computer-based data visualization and recovery. The applicability of these techniques is intended for large volumes of archives and collections that could not be comfortably handled by researchers or research groups.

These literary and historical collections can be found publicly on the web or in digital repositories. Such informational resources enhance the ability of humanists to handle data, social media, audiovisual files or images and interact with each other more easily [4]. The creation of software to analyze, understand and enhance these digital materials has been equally important. There are open access digital resources available on the web so that they can be incorporated into other projects, which leads to new methods, devices and conceptions being shared and transcending disciplinary boundaries.

However, the increased diffusion of digital technologies has raised concerns as to their potential to spy on users, to instigate digital prejudice and discrimination, and to spread fake news. Conglomerates such as Facebook, Amazon, Netflix, and Google capture personal data pretentiously, making the collection of public and private data a public matter of concern [5]. In this context, the Digital Humanities, considering their interdisciplinary aspect, can help us understand these problems and provide critical interventions and even discussions on user protection policies.

We are living a moment in which data is being more produced and obtained than any other moment in history. This modus operandi causes daily lives of individuals to develop, in large part, online. As a result, companies

everywhere are creating huge stockpiles of data about customers and potential customers.

The most obvious information is being collected on social media platforms. In theory, everything that is posted publicly, and occasionally in private, is being stored and analyzed. But it's not just about social media, there is also the digital record of what a person buys, watches, where they go and what happens in the lives of people who decide to share their day to day. Even physical characteristics are tracked and stored.

All this data is being used to create profiles. Through unique algorithms, organizations are able to create marketing strategies with direct approach. There are groups drawing personality profiles to more incisively adapt the interaction between the individual and the product/service to be sold. In this digital and highly informative landscape, the ownership and use of personal data that a person produces is becoming a valuable currency. Companies use this data to send targeted marketing and thus obtain financial benefits [5].

The widespread adoption and integration of the Internet into everyday social life over the past 20 years, along with use of smartphones in the last 10 years, has led humans to produce more recordable data than ever before. Facebook and Google, for example, companies known as some of the largest conglomerates in the world, have billions of users and, therefore, knowledge of broad array of profiles and personal data commercially profitable and attractive to marketers who convert this information into sales strategies to reach a specific audience [5]; [6].

2. Methodological Aspects

From the perspective that permeates the community of practices of the Digital Humanities, and considering the technological scenario in which personal data have become the currency of digital marketing, this article presents a digital mechanism for capturing consumer personal data with the offer of rewards in case of membership, belonging to the Brazilian cosmetics company O Boticário. To promote this purpose, it becomes essential to: a) identify the guiding concepts of Digital Humanities; b) characterize privacy and data protection in the light of the relevant legislation; c) examine the commercial instrument for obtaining consumer data; and finally, d) discuss the effects for the consumer of this type of acquisition of personal information.

Such a proposal is justified in the current reality in which almost everything can be accessed on the internet, from entertainment, financial services to products from all corners of the world. Although the Internet provides a certain level of anonymity, the forms of threats to personal information are growing. Often times advertisements offer links or other devices that initially seem harmless, but which turn out to be a privacy risk or to make the user a target of phishing, fraud or identity theft.

Being aware of the safety net available on electronic devices, as well as understanding how this data acquisition works, tends to help consumers minimize the chances of an accident on the Internet. That is, being vigilant online helps protect personal information, the computer and other assets.

From a methodological perspective, the elaboration of this article contemplated a bibliographic survey with a qualitative approach to the information collected. The electronic database Portal Periódicos Capes was selected as the data acquisition source. The analysis of scientific productions to characterize the theoretical framework and basis of the discussions presented in the article was focused on identifying discourses that described protection of personal data, privacy as a fundamental right, and suggestions of legislation aimed at safeguarding and securing user data within the World Wide Web.

The analysis instrument, registration platform, was obtained through conversation app groups, and from direct indication at the author's workplace. A fact that sparked our interest was noticing in different WhatsApp groups that a promotion of a cosmetics company was being released, in which by accessing a link shared in the group and registering on the cosmetics network platform, the user received two free products.

In a second moment, there was wide dissemination, in these same groups, that the promotion was true and the company was really delivering the products offered, and the confirmations emphasized the quality of the products. After this "incentive", we found that other members also registered for the promotion.

In the workplace, the approach occurred with the direct presentation of the products followed by the guidelines of how users should proceed in order to obtain them. The "advertisement" was directed towards 5 people, who picked up their cell phones to start the process of acquiring the products and later shared the news in their WhatsApp groups. These episodes drew our attention so as to take a closer look at the interests involved in this process, and consequently elaborating this article.

In order to simplify the compression of information presented in this article, we work with the following structure: 2) theoretical framework, which presents a brief bibliographic outline on privacy, data protection and relevant legislation; 3) presentation and discussion of the personal data collection instrument applied by the company; and finally, 4) final considerations, which evidence the impressions and learnings in relation to the readings and results of the research.

3. Digital Humanities: Conceptual Aspects

Currently, the greater reach and technological possibilities linked to information allow individuals, in general, to have access to a significant volume of information mediated essentially by the mainstream media and the internet, making them more autonomous in the face of

numerous data acquisition options [7]; [1]. Through technologies, it is possible to reduce time and space, since information that previously would slowly reach its destination becomes instantaneous today, arriving in almost all parts of the planet.

The Internet, considered the most revolutionary technological medium of the communication era, is largely responsible for this new social scenario, as it becomes a medium of communication between people, increasing their informational capacity and promoting greater world integration, where various voices come together to seek, change and configure information [1].

New information technologies allow users to have a greater role regarding the production and development of goods and services. In this sense, individuals not only use technologies, but also manage to transform and act on them, reconfiguring knowledge and providing discoveries of new applications. Evaluating the contemporary technological conjuncture, points out that the characteristic of the [...] current technological revolution is not the centrality of knowledge and information, but the application of this knowledge to the generation of knowledge and information processing/communication devices, in a cumulative feedback loop between innovation and its use. [1]

Humanity, in an attempt to adapt and understand such conjunctures, investigates, analyzes, categorizes and discusses the effects and new configurations that the political, economic, cultural and social universe has been taking. Included in this scenario is a community of practice called Digital Humanities (DH), which, in general, consists of the application of computer-based technology in the humanities. When it comes to changes, Digital Humanities tend to help in the interpretation of the cultural and social effects of the new contexts that are presented and try to answer historical and philological questions that emerge from it [8]. In short, DH bring digital tools and methods to the study of the humanities with the recognition that the printed word is no longer the primary means of producing and distributing knowledge.

Initially called "humanities computing", the field has grown substantially in recent decades [9]. Originally, it focused on the development of digital tools and the creation of archives and databases for texts and other materials. After these initial uses, and as computing developed, computers now offer increasingly sophisticated ways of dealing with and researching digitized culture [10].

Broadly considered a field in a state of consolidation and, therefore, with no unanimous definition, there are various definitions for Digital Humanities formulated by researchers and theorists from different but correlated areas of knowledge, which help understand the functions, associations, denominations and domains linked to this humanistic practice. The researcher Galina Russell, for example, points out that DH [...] seek to understand the impact and relationship of computer technologies on the work of researchers in the Humanities. It is also known as Digital Resources for the Humanities, Informatics for the

Humanities, Informatics in the Humanities, and Digital and Cultural Informatics. This new field of knowledge has become increasingly important in the international academic arena, and offers exciting new possibilities for the development of research and teaching in the humanities.

According to Castro [...] more than a homogeneous discipline characterized by the use of digital instruments, digital humanities can be described as a set of principles, values and practices where multiple objects of study and knowledge converge whose borders are in continuous negotiation. [4]

Kirschenbaum emphasizes the collective aspect of DH stating that […] At its core, digital humanities more closely resemble a common methodological perspective than an investment in any specific set of texts or even technologies.[12] [...] However, digital humanities are also a social enterprise.

In this same vein of conceptual interpretations on Digital Humanities, Ortega presents them as a space of convergence between computer science, digital media and humanistic disciplines in the search for new interpretative models and new paradigms of knowledge, according to the transformations operated in the digital society. Consequently, its scope is broad and covers areas such as the humanities and culture, and in principle, it is a field open to everything that is so defined. [9]

Authors such as Presner and Johanson characterize DH as an interdisciplinary, collaborative, socially engaged, global, timely, relevant field that presents a wide range of practices capable of creating, applying and interpreting new digital and information technologies. We understand, thereby, that the definition of digital humanities is being continuously formulated by scholars and professionals. Seeing as the field is in consolidation and its exploratory base consists of a dynamic and changing universe, that is, systematic use of digital resources in the humanities, as well as the analysis of their application, specific definitions can quickly become outdated or unnecessarily limit a potential future definition of the field. [13]

Based on the aforementioned concepts, we found that Digital Humanities bring together research fields under a broad methodological domain for the digital study of cultural phenomena and promotes critical reflection on the social effects of computational methods. Nonetheless, as society's relationship with the digital universe continues to evolve, new DH-generated productions, applications and techniques emerge, enabling new types of teaching and research, while examining and evaluating how they influence digital culture.

Thus, a distinctive feature of DH is the cultivation of a bilateral relationship between the humanities and the digital, that is, the field both uses technology in the pursuit of research in the humanities and submits technology to humanistic analysis, often simultaneously. In view of this, we seek here to raise issues related to the use of digital resources, permeated by attractive marketing material offers for the acquisition of personal

data. Nevertheless, it is necessary to know a little about how data protection occurs in the digital universe. [11]

4. Data Protection and Privacy in the digital age

The digital age can be characterized as a set of varied technological resources in a virtual environment, smart devices, knowledge systems, etc., which reflect and determine the dynamic profile of the globalization of the contemporary world. This context is also marked by digital practices that are sometimes subversive to the fundamental principles of information security and privacy through the unregulated acquisition of personal records, stored in different spaces of the online universe.

When we talk about privacy, we are talking about a fundamental human right. However, considering the volume of personal content available in cyberspace, how private is this information, really? Data has become ubiquitous, and with the widespread use of the Internet, cloud technologies, and the reliance on electronic and digital devices, it continues to grow expressively. The challenge we face is that while the digitized world is largely made possible through data sharing, as individuals, everyone wants to maintain their basic right to privacy.

This scenario brings to the fore the need to regulate the production and circulation of data and information. For this purpose, norms aimed at protecting privacy and personal data were sanctioned, due to the vulnerability to which they are subject in a virtual environment, since national legislation did not contemplate protective measures regarding harmful behaviors from the use of the Internet [[14]. Thus, the end of the 90s and the beginning of the 2000s bring bout the elaboration of a law for the purpose of criminalizing and protecting privacy on the World Wide Web. Some examples are the Brazilian Law nº 84/1999, which establishes as a computer or virtual crime the actions of crackers and hackers, especially regarding the violation of home pages and misuse of passwords; and Law nº 151/2000 aimed at regulating internet access and the storage of customer data by providers installed in Brazil [14].

It is worth mentioning that, from this same standpoint of data protection, Federal Law nº 8.078/90, also known as Código de Defesa do Consumidor (the Consumer Protection Code), precedes the ones mentioned above. It was the first normative act to mention the term "personal data", although it did not propose a definition of that term. The law was limited to the sanction of principles that protect consumer data in economic relations, taking into account Article 5º, item XXXII, 170, item V, of the Federal Constitution and Article 48 of its provisions [15]. It is a law that proves to be relevant in consumer relations, especially since its fundamental objective is to protect and defend the consumer, who as a rule is considered the most fragile part of this relationship. Thus, from the point of view of the current consumer protection legislation, it was

up to data protection to maintain within a certain balance the collection of information regarding consumer default, for the purposes of granting credit. From this perspective, article 43 of the Consumer Protection Code established rules that support the activity of credit protection databases to this day [[16].

Regulation is an essential step towards strengthening the fundamental rights of individuals in the digital age and facilitating business by clarifying the rules for companies and public bodies in the digital single market. Based on this understanding, other legislative measures have been proposed over the years, with emphasis on Law nº. 12.965 of April 23, 2014, better known as Marco Civil da Internet (Brazilian Internet Civil Rights Framework), which "establishes principles, guarantees, rights and duties for the use of the Internet in Brazil" [17].

Barbosa and Silva point out that the Marco Civil da Internet emerged as a way to repair legislative omissions regarding liability (from the provider, server, search engine, etc.) for breaches of privacy on computing devices. That way, according to the authors, it has become necessary not only to criminalize misconduct, but especially to protect freedom of expression and the right to privacy within the framework of the internet, regulating rights and duties not only of users, but also of internet access providers [14].

Data protection regulations put safeguards in place regarding the way companies use customer information. Over the past two decades, however, data regulation has evolved exponentially to keep pace with the rapid development of technology and the rise of online activities. In this context, the most commented and discussed Brazilian law was recently sanctioned in the most different social segments.

It is the Lei Geral de Proteção de Dados (General Data Protection Regulation, or GDPR), Law nº 13.709/2018, which amends Articles 7 and 16 of the Marco Civil da Internet, regulating the "processing of personal data, including digital media, by a natural person or by a legal entity of public or private law, with the aim of protecting the fundamental rights of freedom and privacy and the free development of the personality of the natural person" [18].

Considered the first legislative act to deal with the term "personal data" with greater specificity (Article 5, item I), conceptualizing it as "information related to an identified or identifiable natural person", said law confers the protection of data of natural persons, with the purpose of respecting the freedom, privacy and development of the personality of such subjects [14].

The approval of the GDPR made it possible to fill legislative gaps left by previous regulatory acts, especially those of a subjective nature, by establishing conditions for the processing of personal data, rights for data subjects, obligations to data controllers, as well as procedures and guidelines regarding the prudence and sharing of this information with third parties [[14].

In this line of reasoning, Souza and Silva, highlight that one of the main functions the GDPR, in addition to

ensuring protection of privacy in the use of technology, is providing security so that personal information can be properly disseminated. In this sense, consent becomes the most accentuated aspect for the processing of personal data, since the circulation on the processing, transmission and sharing of data and information depends on the will of the user. [14]

In the case of data sharing, user's consent is a largely revelant condition of protection, since it refers to the "legal institute through which you express your will to authorize or not the processing of personal data" [15].

Consent is a viable and essential resource, but still inefficient in certain respects. Authors such as Mendes and Fonseca, bring up some points of ineffectiveness when it comes to consent, which include: the cognitive limitations of the personal data holder to evaluate the conditions of use of their data often discourages the reading of the privacy terms, or when they read the terms they do not understand them due to the density and complexity of the information; the techniques of treatment and analysis of personal data that are not controlled by the data subject at the time of their collection; in case of non-agreement of the conditions, what other options does the user have? A situation that configures the absence of free will. [16]

In a scenario of constant and frenetic changes such as the technological landscape, especially the digital one, it becomes difficult to create norms and regulations that broadly and completely protect consumer rights regarding the care and sharing of their personal data. Notwithstanding, we found that measures are being taken in order to minimize the damage caused by the misuse of personal data in cyberspace. Knowing and following proper data protection procedures becomes crucial to help prevent cybercrimes by ensuring that details, specifically banking, addresses and contact information, are protected against fraud.

5. Digital Mechanism for capturing Personal Data

The digital engine in question consists of a web application hosted on the domain of the cosmetics company O Boticário. It is an application program that remotely connects the user to the web server responsible for storing information through a graphical and interactive interface. We took this mechanism as object of analysis as we noticed a kind of self-propagation of the content, given that the link to access the platform was being forwarded in Whatsapp groups by the members themselves, who endorsed its veracity.

When accessed via smartphone, the advertising link posted in the group directed the user to a page (Figure 1) that revealed the chance to win exclusive products by registering on the platform and choosing the place to pick up the "treats". On this first page, the user saw a product in larger dimensions and with a certain attractiveness due to the quality of the packaging, but the promotional gifts

were placed in the lower right corner of the image. A less observant user would conclude that the larger image was the product to be received. When clicking on "I want to participate", the user was taken to the next page (Figure 2) where the first data such as CPF (Social Security number) and date of birth were requested.

Figure 1. First access page

Figure 2. First data entry page

The next page (Figure 3) requires the user to fill in more data such as name, e-mail address, mobile number, and gender. There is also a choice to participate in a loyalty program, receiving advertising communication, and access to the Promotion Regulations and the platform's Privacy Policy. We can see in Figure 3, and with some emphasis, the note that by clicking on "next" the user confirms they have accepted the rules of the promotion, as well as the Privacy Policy. Even if they have not accessed the information, they are "aware" they are adhering to the conditions of use of his data by the company. In doing so, the consumer makes the processing of his data permissible, since it complies with Art. 7º, I, of the GDPR.

Finally, regarding filling in data, there is a page where the user needs to fill in the address (Figure 4) so that the system, supposedly, can check which options of participating stores, close to the user, the products could be collected from. In short, with this transaction that takes less than 5 minutes, in case the regulation and the privacy policy are not read, the company has managed to obtain the user's identification, communication and location data.

Figure 4. Entry page for other location data

In regards to the Privacy Policy, when clicking on the highlighted indication present in Figure 3 the user is directed to a page (Figure 5) in which the company presents, in the forms of text and video, the privacy policy in play, as well as which partners of the Boticário group follow the same guidelines.

The textual informative describes how the collection of personal data works (purchases, resale, representation, security cameras, among others), for what purposes these data are obtained and how they are treated based on compliance with laws that regulate data protection

Figure 3. Entry page for other identification and communication data.

Figure 5. Grupo Boticário Privacy policy page

In the 3:02 minute-long video, the company presents in an illustrative and didactic way information inherent to the concept of personal data, treatment and motivation for data acquisition (identifying profile to offer more attractive ads) and suggests that users read the Privacy Policy in full, which, among other things, informs how to access, edit or delete the shared data, while ensuring the security in the storage of such information. The Privacy Policy in full, presented in the form of questions and answers, addresses issues regarding concepts, types, processing, acquisition, transfer, data storage time, right of the holder, among other more detailed information on how the policy adopted by the group works.

We understand that the emergence of the Internet has made interactions between the market and consumers easier. What used to take a lot of effort to reach the target market can now be done in minutes or even seconds. In turn, this enables companies to grow exponentially and reach new heights faster than ever before. However, along with immediate access to information comes an increasing dependence on technology.

Doneda brings a pertinent reflection on this new informational paradigm in consumer relations. If on the one hand the consumer can obtain information (visual, technical, guarantees, etc.) about products, services and their suppliers, on the other hand this flow of information is also inversely proportional. [19]

That is why there are people who care about personal privacy and the general access that companies have to this information. This type of concern is still timid compared to the volume of information posted on social networks or to marketing consumption, while people who usually carefully read the privacy policies of companies are scarce individuals. Still, we must acknowledge that changes, albeit gradual, of a normative, political and cultural order, have been gaining traction in the newer

social contexts in order to deconstruct passive and incipient behaviors in the face of the interests of capital.

On the relationship between market and consumer for informational data, Mendes states that [...] what currently occurs in the private sector, even from the perspective of a right of personality, is that companies offer benefits to consumers only in exchange for the registration of their personal information. That way we can see that, to some extent, personal data are already traded indirectly in the consumer market and that the exercise of the consumer's freedom of choice can often lead to loss of benefits and even difficulty in accessing certain market facilities, such as promotions and discounts. [15]

Despite the regulatory standards, it is salutary that companies are committed to transparency regarding the collection and use of data and compliance with the guidelines that regulate the production of data from their customers, and to being clear as to how such procedures are carried out. We found that, in addition to the wealth of information in Boticário group's policies, this information is presented in different forms. We can infer that such distinction makes the reading more attractive to users and is an attempt to cover both audiences that prefer – or can only – hear or see something of illustrative and didactic nature, and those who prefer reading.

Despite these efforts, the culture of not reading this type of information persists amongst consumers. The understanding that by providing personal data one is giving up genuine control over how the data may be used, even if under regulation, is not consolidated amongst consumers at large. It is likely that such behaviours are fuelled by the lack of choice in case they do not agree to provide data, since there is no way to negotiate, or by the complexity and abstraction of the consent terms that make them difficult to understand. This is what the authors Mendes and Fonseca emphasize when they state that [...] the information provided is usually difficult to

understand, given the complexity and sophistication of data processing of this kind, involving various technical and legal concepts or even the size of the letters and the length of the text. In fact, the very excess of information can be harmful, overloading the user's cognition about the effects related to the questions presented. [16]

As for the digital marketing strategy presented in this article, the consumer is protected by the General Data Protection Law (GDPR Art. 3º, II), regarding the protection of their personal data. Among other objectives, it can be said that the GDPR provides a certain autonomy to the consumer when it comes to having control of their personal information, while favoring greater security in a digital environment regarding the flow of personal data, in favor of privacy and guided by human rights. [20]; [21]

Everyone should care about their digital privacy, no matter who they are or what they do in life. Some people believe that if you have nothing to hide, you have nothing to fear, but this is a fundamentally mistaken perspective and very present in current days. In that regard, a quite pertinent and realistic perception is that of Yuval Harari [5], when he points out that in the "twenty-first century, our personal data are probably the most valuable resource we still have to offer, and we give them to the technological giants in exchange for e-mail services and videos with funny cats", or in the case presented in this article, for a 1,5g sachet of invisible foundation with double retinol and hyaluronic acid and a 30ml bottle of prebiotic micellar water.

6. Final Considerations

At the same time that economic and social practices assume greater proportions in the online universe, the need for security measures for data protection and privacy become equally imperative. No less worrying is the collection, use and sharing of personal information to third parties without due consent or prior notice to consumers.

The importance of data protection increases as the amount of data created and stored continues to grow at unprecedented rates. Due to the pressure of circumstances in Brazil in recent decades, the regulation on operations carried out in virtual environments, in which personal data is already provided, has become a little more consolidated with the sanction of the Marco Civil da Internet and the GDPR. Such laws provide, to a certain extent, the protection of personal data and promote awareness in the public eye, in line with the fundamental rights related to privacy and freedom safeguarded by the Constitution. That way, they establish a safer environment for the consumer in the face of competition from public and private organizations in the database universe of the economy.

Albeit, we must keep in mind that laws are not able to cover all the demands coming from society, especially due to the constant changes in cultural, technological and

economic order. It is utopian to believe that the law will supply all the constitutional needs of the citizen. For this reason, it becomes essential that consumers seek to know and better understand their rights and position in the relationship with the market. Such initiatives are a way of being safe from the sometimes-hidden interests of consumer relations, and even safe from oneself, thus avoiding, for example, giving up data for futilities. [22];[23]

In this sense, one must be minimally aware that the collection and use of personal data must be limited to the purposes that are established by law and can therefore be known (at least in theory) by the individual at the time of data collection, or the purposes to which the individual has given consent. The collection of data should in theory be consistent with the purpose of the identification system, so as to ensure that personal data are not obtained unnecessarily, thereby threatening the user's privacy. Legal Bases should always permeate the collection and use of personal data, so as to involve, for example, consent, contractual regulation stipulating legal obligations, and security of vital and legitimate interests.

From the perspective of the digital humanities, it becomes imperative to recognize that computers help expand and deepen knowledge in the fields of humanities. They allow people to ask questions and find answers that an individual would not be able to find otherwise. For example, it would be impossible for a person to read 1.000 works of the 18th century, but algorithms can highlight trends that help them better understand the cultural changes and innovations of that era. [24]

Thanks to digital visualizations, one can also make better connections with people than in writing. It is possible to create digital exhibitions that bring together rare and unusual elements that could never be brought together in the real world. The humanities, and the arts in general (history, philosophy, literary studies, communication etc.), help to understand history and find ways to make concrete changes.

The addition of digital tools for research in the humanities and, in return, humanities studies into innovations in the digital world make great achievements possible. It weighs, in this sense, the possibility that this field offers by making use of innovative tools and methods to investigate traditional and new forms of data and media, in addition to seeking opportunities to question and reflect on the knowledge and perception that 'digital' offers. Nonetheless, Digital Humanities has played an increasingly central role in higher education and beyond, due to its potential to transform people, practices and understandings.

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