

неопходне ресурсе како би могло да се едукује и процени одлуку коју је донела машина.

Tijana Kovačević, LL.D*

LEGAL CHALLENGES OF PERSONAL DATA PROTECTION OF PLATFORM WORKERS – BALANCING BETWEEN INNOVATION AND PRIVACY

Summary

Digital transformation is one of the most significant trends shaping today's business landscape. Beyond technological advancements, it also offers new ways to organize work, fundamentally changing the nature of labor. Digitalization is not just a technological challenge, it also represents an organizational shift, redefining decision-making processes and management practices. In this new paradigm, algorithms, instead of people, process vast amounts of data and apply specific parameters to determine the rights, obligations, and responsibilities within the employment relationship. The absence of human oversight can lead to biased or unfair outcomes, which is why legal regulation calls for trained and competent individuals to oversee algorithm-driven decisions. This paper examines the solutions outlined in the Directive on improving working conditions in platform work, focusing specifically on the protection of platform workers' personal data and exploring the balance between innovation and privacy in the digital workplace.

Keywords: *personal data protection, platform work, algorithms, labor rights, privacy.*

* Assistant Professor, "Union-Nikola Tesla" University - Faculty of Business Studies and Law.