



Consumer Data at Risk: Legal Challenges in Personal Data Protection within Shipping Services

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Original Article

Abstract

The rapid expansion of digital commerce and the growing reliance on shipping services have resulted in shipping companies processing substantial volumes of consumers' personal data, thereby increasing the risk of data misuse and security breaches. This development underscores the need for robust legal protection mechanisms and clear standards of accountability concerning the management of personal data by business actors. This study aims to analyze the legal framework governing the protection of consumers' personal data in shipping services and to examine the legal liability of business actors for personal data breaches under Law Number 27 of 2022 on Personal Data Protection. Employing a normative legal research method, the study utilizes statutory, conceptual, and analytical approaches through an examination of primary, secondary, and tertiary legal materials. The findings indicate that personal data protection in Indonesia has been comprehensively regulated through the Personal Data Protection Law and its supporting regulations. Furthermore, the legal responsibilities of business actors encompass preventive measures, breach-response obligations, as well as civil, administrative, and criminal liabilities. The study concludes that shipping service providers must implement accountable and transparent data protection governance to ensure legal certainty, strengthen consumer protection, and maintain public trust in the digital economy.

Keywords: *Personal Data Protection, Shipping Services, Data Breaches, Legal Liability*

Abstrak

Perkembangan perdagangan digital dan meningkatnya penggunaan jasa ekspedisi menyebabkan perusahaan pengiriman barang mengelola data pribadi konsumen dalam jumlah besar, sehingga meningkatkan risiko penyalahgunaan dan kebocoran data. Kondisi ini menuntut adanya perlindungan hukum yang efektif serta kejelasan tanggung jawab pelaku usaha terhadap data pribadi konsumen. Penelitian ini bertujuan menganalisis pengaturan hukum perlindungan data pribadi konsumen dalam kegiatan jasa ekspedisi serta mengkaji tanggung jawab hukum pelaku usaha atas kebocoran data pribadi berdasarkan Undang-Undang Nomor 27 Tahun 2022 tentang Perlindungan Data Pribadi. Penelitian menggunakan metode hukum normatif dengan pendekatan perundang-undangan, konseptual, dan analitis melalui studi kepustakaan terhadap bahan hukum primer, sekunder, dan tersier. perlindungan data pribadi telah diatur secara komprehensif melalui UU PDP dan regulasi terkait, sedangkan tanggung jawab pelaku usaha mencakup aspek preventif, reaktif, perdata, administratif, dan pidana. Dapat disimpulkan bahwa perusahaan jasa ekspedisi wajib menerapkan tata kelola perlindungan data yang akuntabel guna menjamin kepastian hukum, perlindungan konsumen, dan kepercayaan publik.

Kata kunci: *Perlindungan Data Pribadi, Jasa Ekspedisi, Kebocoran Data, Tanggung Jawab Hukum*

1. INTRODUCTION

The rapid advancement of information and communication technology (ICT) has transformed numerous sectors, including commerce and logistics services. Digitalization has fostered the emergence of a data-driven society in which data functions as a critical resource for economic activities.¹ In this context, personal data is no longer merely a form of individual identification but has evolved into a strategically valuable asset that is simultaneously vulnerable to misuse. Consequently, personal data protection has become an increasingly significant legal concern, particularly as the collection and processing of consumer data are integral components of most digital transactions.

One sector that has experienced substantial growth is the shipping and delivery services industry, driven largely by the expansion of e-commerce activities. In delivering goods and services, shipping companies routinely collect and process various categories of consumers' personal data, including names, residential addresses, telephone numbers, email addresses, delivery locations, and shipment tracking information.² Such data play a vital role in enhancing operational efficiency and service quality. However, the growing volume of personal data processed by these companies has also heightened the risk of privacy violations and data breaches.

These risks may include unauthorized access, the use of personal data without the data subject's consent, identity theft, and data breaches resulting from inadequate information security measures.³ The consequences extend beyond economic losses, such as online fraud and cybercrime, to non-economic harms, including diminished feelings of security and declining public trust in digital services. Accordingly, the protection of personal data constitutes a fundamental right that must be safeguarded by business entities.

To address these concerns, Indonesia enacted Law Number 27 of 2022 concerning Personal Data Protection (PDP Law). This legislation establishes a comprehensive legal framework governing the rights of data subjects, the obligations of Personal Data Controllers and Personal Data Processors, and mechanisms for legal accountability in cases of personal data breaches. Within the shipping services sector, companies that collect and process consumer data are legally required to ensure the

¹ Juan Matheus dan Ariawan Gunadi, "Pembentukan Lembaga Pengawas Perlindungan Data Pribadi Di Era Ekonomi Digital: Kajian Perbandingan Dengan KPPU," *JUSTISI* 10, no. 1 (2024): 20–35, <https://doi.org/https://doi.org/10.33506/jurnaljustisi.v10i1.2757>.

² Simian Zhu, "Analysis of the Current Situation and Existing Problems of Privacy Protection in My Country's Express Industry: Take the Case of YTO Express Information Leakage as an Example," paper presented at 2021 International Conference on Public Relations and Social Sciences (ICPRSS 2021), 2021, <https://doi.org/10.2991/assehr.k.211020.276>.

³ Rachel Milafebina et al., "Perlindungan Data Pribadi Terhadap Kebocoran Data Pelanggan E-Commerce Di Indonesia," *Jurnal Tana Mana* 4, no. 1 (2023): 157–69, <https://doi.org/10.33648/jtm.v4i1.331>.

security, confidentiality, and integrity of such data. Failure to comply with these obligations may result in civil, administrative, and criminal liabilities.

Despite the enactment of the PDP Law, its implementation within the shipping services sector continues to face several challenges, including limited institutional resources, insufficient legal awareness, and the complexity of data management involving multiple stakeholders. Therefore, an examination of the legal framework governing consumer personal data protection and the legal liability of shipping service providers in cases of personal data breaches remains necessary. Such research is essential for strengthening consumer privacy protection, enhancing corporate compliance, and supporting the development of a legal system capable of adapting to the evolving digital economy in Indonesia.

Personal data protection has emerged as a critical legal issue in contemporary society. The increasing reliance on information technology across various sectors, particularly e-commerce and shipping services, has transformed consumer personal data into a strategic asset requiring robust legal safeguards. Previous studies have explored personal data protection from multiple perspectives, including corporate accountability, consumer protection, and the implementation of the Personal Data Protection Law.

Research conducted by Arrasuli and Fahmi demonstrates that, prior to the enactment of the PDP Law, Indonesia's personal data protection framework was fragmented across various sectoral regulations, resulting in ineffective safeguards against data misuse. Their study identifies the PDP Law as a significant milestone in strengthening legal protection and enforcement mechanisms.⁴ Similarly, Purwanto and Saleh emphasize the obligation of shipping service providers to protect consumers' personal data and their responsibility to provide compensation for losses arising from data breaches.⁵ Nevertheless, their research does not comprehensively examine the allocation of legal responsibility based on the distinction between Personal Data Controllers and Personal Data Processors as established under the PDP Law.

Research conducted by Bayu Michael Candra examines the responsibilities of shipping service providers in safeguarding consumers' personal data under the PDP Law. The findings indicate that companies are required to implement personal data protection principles, maintain adequate information security systems, report personal data breach incidents, and designate personnel responsible for data governance. The study also identifies several implementation challenges, including limited organizational resources, regulatory complexity, and insufficient awareness among human resources

⁴ Beni Kharisma Arrasuli and Khairul Fahmi, "Perlindungan Hukum Positif Indonesia Terhadap Kejahatan Penyalahgunaan Data Pribadi," *Unes Journal of Swara Justisia* 7, no. 2 (2023): 369–92, <https://doi.org/10.31933/ujj.v7i2.351>.

⁵ Ade Chandra Kurnia Purwanto and Mohamad Saleh, "Tanggung Gugat Perusahaan Jasa Pengiriman Barang Terhadap Data Pribadi Konsumen Menurut Undang-Undang Perlindungan Data Pribadi," *Istinbath: Jurnal Hukum* 20, no. 2 (2025): 619–28.

regarding data protection obligations.⁶ Nevertheless, the research does not comprehensively address the legal consequences that may be imposed on business actors for violations of personal data protection requirements.

Similarly, Prasetya highlights the misuse of proof-of-delivery photographs by couriers as a form of privacy infringement arising from inadequate supervision and limited awareness of data protection principles.⁷ Muhammad Reza Ramadhan argues that digital service providers may be held liable under the strict liability framework established by the PDP Law.⁸ However, his analysis primarily focuses on e-commerce platforms rather than shipping service providers, which also collect, process, and manage consumers' personal data throughout the delivery process.

Several other studies have concentrated on consumer protection issues related to the loss, damage, or delay of goods during shipment. Research conducted by Ali Ma'ruf and Vera Rimbawani Sushanty, Kamila and Haryanto, Salmon, and Salsabillah and Iskandar examines the legal liability of shipping companies for losses resulting from lost, damaged, or delayed deliveries. These studies generally conclude that shipping service providers are obligated to compensate consumers for losses caused by negligence in the performance of delivery services.⁹ Nevertheless, their primary focus remains on the protection of goods as the subject matter of the transaction, while the protection of consumers' personal data as an aspect of the right to privacy receives comparatively limited attention.

Although previous studies have addressed personal data protection, corporate liability, and consumer protection within shipping services, there remains a significant gap in the literature concerning the relationship between consumer personal data protection regulations and the legal accountability framework applicable to shipping service providers based on their status as Personal Data Controllers and/or Personal Data Processors under Law Number 27 of 2022 concerning Personal Data Protection. The novelty of this study lies in its comprehensive examination of both the regulatory

⁶ Bayu Michael Candra, "Analisis Tanggung Jawab Perusahaan Ekspedisi Terhadap Perlindungan Data Pribadi Konsumen Berdasarkan Undang- Undang Nomor 27 Tahun 2022 Tentang Pelindungan Data Pribadi," *Jurnal Fatwa Hukum* 8, no. 1 (2025), <https://jurnal.untan.ac.id/index.php/jfh/article/view/88792>.

⁷ Bagus Widya Prasetya, "Perlindungan Hukum Terhadap Privasi Konsumen Atas Penyalahgunaan Foto Bukti Pengiriman Oleh Kurir," *Journal of Islamic Business Law* 9, no. 2 (2025): 30–45, <https://doi.org/10.18860/jibl.v9i2.14532>.

⁸ Muhamad Reza Ramadhan, "Tanggung Jawab Penyedia Jasa E-Commerce Terhadap Kerugian Konsumen Atas Kebocoran Data Pribadi" (Universitas Mataram, 2025), <https://eprints.unram.ac.id/51745/>.

⁹ Ali Ma'ruf and Vera Rimbawani Sushanty, "Perlindungan Hukum Dan Tanggung Jawab Pelaku Usaha Atas Hilangnya Paket Dalam Jasa Layanan Pengiriman Barang Melalui PT. JNE Wilayah Kediri," *Jurnal Hukum Dan Keadilan* 11, no. 2 (2022): 11–22; Meiliana Kamila and Imam Haryanto, "Tanggung Jawab Hukum Perusahaan Ekspedisi Atas Hilangnya Barang Konsumen," *Jurnal Usm Law Review* 5, no. 2 (2022): 832–49, <https://doi.org/10.26623/julr.v5i2.5750>; Harly Clifford Jonas Salmon, "Perlindungan Konsumen Dan Tanggung Jawab Perusahaan Ekspedisi Terhadap Kasus Kerugian Barang Dalam Pengiriman," *Kanjoli: Business Law Review* 2, no. 1 (2024): 28–38, <https://doi.org/10.47268/kanjoli.v2i1.12998>; Silfiyana Salsabillah and Hardian Iskandar, "Tanggung Jawab Perusahaan Ekspedisi Atas Kerusakan Dalam Pengiriman Barang (Studi Kasus Shopee Express)," *UNES Law Review* 6, no. 1 (2023): 3413–24, <https://doi.org/10.31933/unesrev.v6i1.1136>.

framework governing consumer personal data protection in shipping services and the legal responsibilities of shipping service providers in cases of personal data breaches, encompassing both preventive and remedial dimensions.

Accordingly, this study aims to analyze the legal framework governing the protection of consumers' personal data within the shipping services sector and to examine the forms and mechanisms of legal accountability applicable to business actors in the event of personal data breaches, including civil, administrative, and criminal liability. The findings are expected to contribute to the development of personal data protection law, enhance the protection of consumer privacy rights, and support the establishment of a more accountable legal framework for the digital economy in Indonesia.

2. RESEARCH METHODOLOGY

This study employs a normative legal research method, which conceptualizes law as a system of norms examined through statutory provisions, legal doctrines, theoretical frameworks, and relevant scholarly literature.¹⁰ This method was selected because the research is primarily concerned with analyzing the legal framework governing the protection of consumers' personal data in the shipping services sector and the legal liability of business actors for personal data breaches under the PDP Law.

The study adopts three complementary approaches: the statutory approach, the conceptual approach, and the case approach. The statutory approach involves an examination of the PDP Law, the Consumer Protection Law, the Electronic Information and Transactions Law, and other relevant regulations governing personal data protection and consumer rights. The conceptual approach is utilized to analyze legal theories and doctrines relating to personal data protection, privacy rights, legal liability, and the legal status of Personal Data Controllers and Personal Data Processors. In addition, the case approach is employed to a limited extent to assess selected personal data breach cases relevant to the shipping services sector.

The legal materials used in this study consist of primary, secondary, and tertiary legal sources collected through an extensive literature review. These materials are subsequently analyzed using qualitative legal analysis through descriptive-analytical and prescriptive methods. This analytical framework enables a comprehensive assessment of the legal protection afforded to consumers' personal data and the forms of legal accountability imposed on shipping service providers in cases of personal data breaches from the perspective of the PDP Law.

3. RESEARCH RESULT AND DISCUSSION

¹⁰ Muhaimin, *Metode Penelitian Hukum* (Mataram: Mataram University Press, 2020).

3.1. Legal Framework for the Protection of Consumers' Personal Data in Shipping Services

The protection of consumers' personal data within the shipping services sector is supported by a robust and multi-layered legal framework. At the constitutional level, such protection is grounded in Article 28 G(1) of the 1945 Constitution of the Republic of Indonesia, which guarantees every individual the right to protection of personal security, dignity, honor, and privacy. This constitutional provision serves as the philosophical foundation for recognizing personal data as an integral component of the right to privacy that must be safeguarded by the state. In the digital era, the right to privacy extends beyond the physical protection of individuals to encompass the protection of personal information collected, stored, and processed through electronic systems.

Prior to the enactment of the PDP Law, the regulation of personal data protection in Indonesia was fragmented across various sector-specific legal instruments, including the Electronic Information and Transactions Law, Government Regulation Number 71 of 2019 on the Implementation of Electronic Systems and Transactions, and Minister of Communication and Informatics Regulation Number 20 of 2016 concerning the Protection of Personal Data in Electronic Systems. The sectoral nature of these regulations resulted in the absence of uniform standards for personal data protection and often generated legal uncertainty in enforcement. This observation is consistent with the findings of Arrasuli and Fahmi, who concluded that the pre-PDP legal framework was insufficient to provide effective protection against the increasing incidence of personal data misuse.¹¹

A significant transformation occurred with the enactment of the PDP Law. From a normative perspective, the PDP Law establishes a comprehensive legal regime governing personal data protection by regulating the definition and classification of personal data, the rights of data subjects, the obligations of Personal Data Controllers and Personal Data Processors, data processing procedures, and sanctions for personal data violations. Within the shipping services sector, companies routinely process various categories of consumer information, including recipients' names, addresses, telephone numbers, delivery locations, transaction records, proof-of-delivery documentation, and certain payment-related information. Such information falls within the scope of personal data as defined by the PDP Law and is therefore entitled to legal protection.

Shipping service providers may legally qualify as Personal Data Controllers because they determine the purposes and means of processing consumers' personal data. Simultaneously, these entities may also function as Electronic System Providers (ESPs), given their use of electronic systems to collect, store, manage, and disseminate

¹¹ Arrasuli and Fahmi, "Perlindungan Hukum Positif Indonesia Terhadap Kejahatan Penyalahgunaan Data Pribadi."

consumer information.¹² This dual status imposes a range of legal obligations that must be fulfilled throughout all stages of personal data processing activities.

Under the PDP Law, personal data protection in the shipping services sector is founded upon several fundamental principles. The first is the principle of lawful, specific, limited, and transparent data processing. Under this principle, shipping companies are permitted to collect only the personal data necessary for the provision of delivery services. Consumer data may not be processed or utilized for purposes beyond those originally specified unless supported by a valid legal basis or the explicit consent of the data subject. This principle reflects a significant shift from a business-centered regulatory approach toward a rights-based framework that places consumer rights at the core of personal data protection.

The second principle concerns the accuracy and validity of personal data. The obligation to ensure the accuracy of personal data, as stipulated in Article 29 of the PDP Law, serves multiple objectives. Beyond supporting the efficiency and reliability of shipping operations, it also functions as a safeguard against privacy violations arising from inaccurate or improperly disclosed information. Consequently, data accuracy is not merely an operational requirement but also an essential legal mechanism for protecting consumers' privacy rights.

The third principle is the protection of the security and confidentiality of personal data. Shipping service providers are required to implement adequate technical and organizational measures to prevent unauthorized access, misuse, disclosure, alteration, or loss of personal data. This obligation has become increasingly significant given that shipment tracking systems, mobile applications, and customer databases utilized by shipping companies are particularly vulnerable to cyberattacks and personal data breaches. The findings of this study support the argument advanced by Bayu Michael Candra (2025), who identified information security and organizational readiness as the primary challenges in implementing the PDP Law within the shipping services sector.

The PDP Law substantially strengthens the legal position of consumers as data subjects. Under the law, consumers are entitled to a range of rights, including the right to obtain information regarding data processing activities, the right to access personal data, the right to rectify inaccurate information, the right to withdraw consent, the right to restrict data processing, the right to request the deletion of personal data, and the right to seek compensation for losses resulting from violations of personal data protection obligations. These provisions demonstrate a significant shift in regulatory philosophy by recognizing consumers not as passive recipients of services but as individuals who retain control over the use of their personal data. This analysis extends

¹² Masoud Barati and Omer Rana, "Privacy-Aware Cloud Ecosystems: Architecture and Performance," *Concurrency and Computation: Practice and Experience* 33, no. 23 (2021): e5852, <https://doi.org/10.1002/cpe.5852>.

the findings of Purwanto and Saleh, who emphasized consumers' entitlement to compensation in cases involving personal data breaches.¹³

The legal protection of consumers' personal data in the shipping services sector is derived not only from the PDP Law but also from Law Number 8 of 1999 concerning Consumer Protection. The right to comfort, security, and safety in the use of goods and services, as stipulated in Article 4 of the Consumer Protection Law, may reasonably be interpreted to encompass the right to the security and confidentiality of personal data. Consequently, a breach of consumers' personal data constitutes not only a violation of the PDP Law but may also be categorized as an infringement of consumer rights under the Consumer Protection Law.

In addition, the data protection principles reflected in Bank Indonesia Regulation Number 3 of 2023 concerning Consumer Protection provide valuable guidance regarding best practices in personal data governance. Principles such as maintaining data confidentiality, implementing reliable cybersecurity systems, ensuring data accuracy, supervising third-party data processing activities, and respecting consumers' rights to access, correct, and delete personal data represent governance standards that are equally relevant to the digital logistics and shipping industry.

Despite the existence of a relatively comprehensive regulatory framework, the effective protection of personal data continues to face significant challenges. Limited legal awareness among business actors, inadequate implementation of information security systems, insufficient data protection audits, and weak internal oversight mechanisms remain factors that increase the likelihood of personal data breaches. This finding is consistent with the study conducted by Prasetya, which concluded that personal data violations within the shipping services sector are frequently attributable to inadequate training, supervision, and awareness among operational personnel, including couriers.¹⁴

The legal framework governing the protection of consumers' personal data in Indonesia's shipping services sector rests upon a strong normative foundation consisting of constitutional guarantees, the PDP Law, the Consumer Protection Law, electronic system regulations, and contemporary principles of data protection governance. Nevertheless, the effectiveness of legal protection depends not only on the existence of legal norms but also on the degree of compliance demonstrated by business actors, the effectiveness of regulatory oversight, and the consistency of law enforcement. Accordingly, the protection of consumers' personal data in the shipping services sector should be understood as a continuous legal obligation that extends throughout the entire data-processing lifecycle, including the collection, storage, use,

¹³ Ade Chandra Kurnia Purwanto and Mohamad Saleh, "Tanggung Gugat Perusahaan Jasa Pengiriman Barang Terhadap Data Pribadi Konsumen Menurut Undang-Undang Perlindungan Data Pribadi."

¹⁴ Prasetya, "Perlindungan Hukum Terhadap Privasi Konsumen Atas Penyalahgunaan Foto Bukti Pengiriman Oleh Kurir."

disclosure, and deletion of personal data. In this regard, personal data protection has become an integral component of consumer protection and sound digital corporate governance within the modern shipping services industry.

3.2. Legal Liability of Shipping Service Providers for Consumers' Personal Data Breaches

The PDP Law establishes a comprehensive and multi-layered framework of legal accountability for Personal Data Controllers, including shipping service providers. Pursuant to Article 47 of the PDP Law, Personal Data Controllers are responsible for all personal data processing activities under their control and must be able to demonstrate accountability in implementing personal data protection principles. This provision underscores that the legal responsibility of shipping service providers extends beyond responding to data breaches and encompasses the entire lifecycle of personal data processing, including the collection, storage, use, transfer, and deletion of consumers' personal data.

The legal responsibilities of shipping service providers may be categorized into five principal dimensions: preventive responsibility, reactive responsibility, accountability responsibility, recovery responsibility, and compensatory responsibility. These categories illustrate that the personal data protection regime established under the PDP Law is not exclusively oriented toward post-breach sanctions but also emphasizes preventive measures and proactive risk management.

From a preventive perspective, shipping service providers are obligated to establish and maintain adequate data protection systems to prevent unauthorized access, misuse of personal data, and data breaches. These obligations are reflected in Articles 35, 38, and 39 of the PDP Law, which require Personal Data Controllers to ensure data security and prevent unlawful processing and access. In practice, these obligations should be implemented through robust cybersecurity measures, including data encryption, access-control mechanisms, multi-factor authentication, periodic security audits, and employee training programs on personal data protection. Accordingly, the duty of care constitutes an integral component of the legal obligations borne by shipping service providers.

Preventive responsibility extends beyond internal organizational activities and includes oversight of third parties that may obtain access to consumers' personal data. In contemporary business operations, shipping companies frequently collaborate with information technology vendors, cloud service providers, distribution partners, and subcontracted couriers. Consequently, under the accountability principle established by the PDP Law, shipping service providers remain legally responsible for the protection of personal data even when certain data-processing activities are delegated to third parties. This finding expands upon the analysis of Bayu Michael Candra, who identified

resource limitations and the complexity of digital systems as significant challenges in implementing personal data protection within the shipping sector.¹⁵

In addition to preventive obligations, shipping service providers also bear reactive responsibilities when a personal data breach occurs. Pursuant to Article 46 of the PDP Law, Personal Data Controllers are required to provide written notification to affected data subjects and relevant authorities no later than 72 hours after becoming aware of a personal data protection failure. Such notification must include information regarding the categories of personal data affected, the time and cause of the breach, and the measures undertaken by the company in response to the incident. This notification requirement constitutes an important safeguard for data subjects because it enables consumers to take precautionary measures to mitigate the risk of further misuse of their personal information.

This provision reflects a significant shift from a traditional corporate confidentiality approach toward a governance model based on transparency and information disclosure. Within contemporary personal data protection regimes, organizations are generally prohibited from concealing data breach incidents because information concerning such breaches forms part of the rights of affected data subjects.¹⁶ Transparency therefore serves as a critical mechanism for maintaining consumer trust while simultaneously strengthening corporate accountability.

Furthermore, the PDP Law incorporates the principle of accountability, which requires shipping service providers to demonstrate that all personal data processing activities are conducted in accordance with applicable legal requirements. This principle extends beyond mere administrative compliance. Companies must be capable of demonstrating the existence of comprehensive data protection policies, information security procedures, internal monitoring mechanisms, and properly documented data governance practices. Accordingly, legal accountability is assessed not only on the basis of whether a data breach has occurred but also on the extent to which the company has implemented adequate preventive and protective measures to safeguard consumers' personal data.

Where a personal data breach results in harm to consumers, shipping service providers may be held civilly liable. Articles 12 and 64 of the Personal Data Protection Law (PDP Law) recognize the right of personal data subjects to initiate legal proceedings and seek compensation for violations arising from unlawful personal data processing. Such liability may also be linked to the doctrine of unlawful acts (*perbuatan melawan hukum*) as regulated under Article 1365 of the Indonesian Civil Code. Personal data

¹⁵ Bayu Michael Candra, "Analisis Tanggung Jawab Perusahaan Ekspedisi Terhadap Perlindungan Data Pribadi Konsumen Berdasarkan Undang-Undang Nomor 27 Tahun 2022 Tentang Pelindungan Data Pribadi."

¹⁶ Chris Jay Hoofnagle et al., "The European Union General Data Protection Regulation: What It Is and What It Means," *Information & Communications Technology Law* 28, no. 1 (2019): 65–98, <https://doi.org/10.1080/13600834.2019.1573501>.

breaches resulting from inadequate security measures or corporate negligence may therefore constitute violations of consumers' privacy rights, thereby giving rise to an obligation to compensate affected individuals.¹⁷

The findings of this study are consistent with those of Ade Chandra Kurnia Purwanto and Mohamad Saleh, who argue that consumers are entitled to seek compensation for personal data breaches attributable to shipping service providers.¹⁸ However, the present study demonstrates that the scope of civil liability under the PDP Law extends beyond compensation for material losses. It also encompasses non-material damages, including loss of privacy, emotional distress, diminished sense of security, and reputational harm resulting from the misuse or unauthorized disclosure of personal data.

In addition to civil liability, the PDP Law establishes a stringent framework of administrative accountability. Pursuant to Article 57 of the PDP Law, shipping service providers that fail to comply with personal data protection obligations may be subject to administrative sanctions, including written warnings, temporary suspension of personal data processing activities, mandatory deletion of personal data, and administrative fines. These sanctions serve both preventive and corrective functions by encouraging regulatory compliance while simultaneously compelling organizations to improve data protection systems that fail to meet legal standards.

Furthermore, personal data protection under the PDP Law incorporates a significant criminal law dimension. Criminal sanctions may be imposed on individuals who intentionally and unlawfully obtain, disclose, use, falsify, transfer, or trade personal data. Such sanctions may apply to couriers, employees, contractors, or other parties who misuse access to consumers' personal data for personal benefit or commercial gain.¹⁹ Under certain circumstances, corporate entities may also be subject to criminal liability where it can be demonstrated that the corporation benefited from the unlawful processing of personal data or knowingly permitted such violations to occur.

Compared with previous studies, which have generally focused either on corporate liability or on consumers' rights to compensation, the present research demonstrates that the legal responsibilities of shipping service providers under the PDP Law are substantially broader and cumulative in nature. These responsibilities encompass preventive measures, incident response, system recovery, consumer notification, compensation for damages, compliance with administrative sanctions, and exposure to criminal liability where applicable.

¹⁷ Alikhan Salim et al., "Consumer Data Protection In Electronic Transaction Practices In E-Commerce," *Jurnal Ekonomi Teknologi Dan Bisnis (JETBIS)* 3, no. 8 (2024): 1044–53, <https://doi.org/10.57185/jetbis.v3i8.128>.

¹⁸ Ade Chandra Kurnia Purwanto and Mohamad Saleh, "Tanggung Gugat Perusahaan Jasa Pengiriman Barang Terhadap Data Pribadi Konsumen Menurut Undang-Undang Perlindungan Data Pribadi."

¹⁹ FangBing Zhu and Zongyu Song, "Systematic Regulation of Personal Information Rights in the Era of Big Data," *Sage Open* 12, no. 1 (2022): 21582440211067529, <https://doi.org/10.1177/21582440211067529>.

Accordingly, the legal responsibility of shipping service providers for personal data breaches should be understood as a continuous obligation that extends throughout the entire lifecycle of personal data processing. Personal data protection cannot be viewed merely as a technical requirement associated with the management of electronic systems; rather, it constitutes a legal obligation directly connected to the protection of fundamental rights, including the rights to privacy, personal security, and consumer protection. Therefore, the effective implementation of the PDP Law within the shipping services sector depends largely on the ability of business actors to establish transparent, accountable, and effective data protection governance mechanisms that prioritize the protection of consumer rights in the digital economy.

4. CONCLUSION

This study examines the legal framework governing the protection of consumers' personal data in the shipping services sector under Indonesian law and analyzes the forms and mechanisms of legal liability applicable to shipping service providers in cases of personal data breaches pursuant to PDP Law. The findings demonstrate that the protection of consumers' personal data is supported by a robust normative framework consisting of the 1945 Constitution of the Republic of Indonesia, the PDP Law, the Consumer Protection Law, and various regulations governing electronic systems and digital transactions. Within this framework, shipping service providers function as Personal Data Controllers and are therefore required to adhere to the principles of legality, transparency, security, accuracy, and accountability throughout the entire lifecycle of personal data processing.

The study further reveals that the legal responsibilities of shipping service providers are comprehensive and multi-dimensional. These responsibilities encompass preventive obligations through the implementation of adequate data protection and cybersecurity measures, reactive obligations in the form of mandatory notification of personal data breach incidents, and repressive forms of liability, including civil liability, administrative sanctions, and criminal sanctions. Accordingly, personal data protection should be regarded as an integral component of consumer protection and sound digital corporate governance.

This study contributes both theoretically and practically to the understanding of personal data protection within the shipping services sector and may serve as a reference for enhancing corporate compliance with the PDP Law. Nevertheless, the study is limited by its normative legal research design and therefore does not assess the practical effectiveness of personal data protection measures implemented by shipping service providers. Consequently, stronger governmental oversight and more effective law enforcement mechanisms are required to ensure compliance with personal data protection obligations. At the same time, shipping service providers should strengthen cybersecurity infrastructure, improve data governance practices, and enhance

organizational awareness regarding personal data protection. Future research is recommended to adopt empirical approaches in order to evaluate the level of corporate compliance and to assess the effectiveness of PDP Law implementation within the shipping services sector.

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