

## THEORETICAL AND PRACTICAL ASPECTS OF PRIVACY RIGHTS IN THE DIGITAL AGE: EUROPEAN COURT OF HUMAN RIGHTS CASE LAW

**SUMMARY:** *The subject of this research is the analysis of the European Court of Human Rights case law, i.e. theoretical and practical implications of the privacy rights, as defined by the Article 8 of the European Convention on Human Rights. The paper will examine their relationship between privacy rights and freedom of expression, as these concepts are likely to come into conflict. Online data protection has become a prominent issue in the digital age, and is therefore one of the focal points in the paper. Using the methods of content analysis of the European Court of Human Rights case law and the systematic literature review, we discuss the existing knowledge on the subject, as well as the important theoretical and practical implications related to the issue of privacy rights protection.*

**KEYWORDS:** *right to privacy, freedom of expression, European Court of Human Rights, data protection, digital age*