

# THE STRUGGLE OVER ETERNAL MEMORY



## Big Tech, the European Union, and the Right To Be Forgotten

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### Research Question

How has the Right to Be Forgotten become the battlefield between the European Union and Big Tech corporations?



### Social Media Background Checks: The Future of Hiring

Robert Stewart  
Chief Revenue Officer at Triton Canada

Online Behaviours Have Real-Life Consequences

### EU

Brussels

27 Member States

General Data Protection Regulation (GDPR)

### Big Tech

Google, Facebook, Microsoft, Apple, Amazon (GFMAA)

Nemitz (2018)



Right To Be Forgotten (RTBF)

"The RTBF is the right of individuals to have their data no longer processed and deleted when they are no longer needed for legitimate purposes"

Terwangne (2013)

### Our Methodology and Analysis

#### Methodology

- purposive data selection
- qualitative literature coding
- themes and subthemes identification
- inductive research

1. Literature Review
2. Coding
3. Results



### Conclusion

#### EU

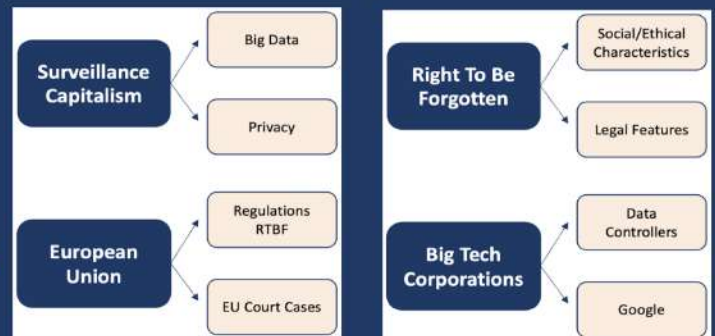
individual's agency  
data protection  
privacy

Right To Be Forgotten (RTBF)

#### Big Tech

economic gain  
business of data collection  
political influence-taking

#### Analysis



Analysis Themes and Subthemes.

references:

