Technology and administration: the impact of the gdpl on leaders and organizations

Tecnologia e administração: o impacto da gdpl em líderes e organizações

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ABSTRACT
The business world is evolving more and more. From globalization, the systems of production, financial transactions, and mass displacements of people turn regional organizations into powers that operate all over the world. The advancement of technology causes a real cyclone (in this research, understood as the main problem), creating what can be understood as "digital disruption", thus generating a justified "state of paranoia", since organizations and sectors also collapse in unprecedented numbers. Thus, the active leader in a traditional corporation should be worried. Technology aligned with management, added to the relevant concepts of the General Data Protection Law or GDPL are presented as potential alternatives for improving the structure, after all, taking responsibility for the care of information in digital media is consolidated as a strategic action. In order to understand these changes and deepen these necessary concepts, the exploratory, applied, bibliographic and documentary methods were used, effective techniques that provided learning and understanding of the topics addressed. As already aligned and conclusive results, it was possible to perceive that leaders and organizations must adapt and follow the conditions that the market demands, and that it is not possible to remain stagnant in the face of this global evolution that directly relates technology, administration and leadership.

Keywords: administration, impact, GDPL, leadership, technology.

RESUMO
O mundo dos negócios está evoluindo cada vez mais. Da globalização, os sistemas de produção, as transações financeiras e os deslocamentos em massa de pessoas transformam as organizações regionais em potências que operam em todo o mundo. O avanço da tecnologia provoca um verdadeiro ciclone (nesta pesquisa, entendido como o principal problema), criando o que pode ser entendido como "ruptura digital", gerando assim um justificado "estado de paranoia", uma vez que organizações e setores também entram em colapso em números sem precedentes. Assim, o líder ativo em uma corporação tradicional deve estar preocupado. A tecnologia alinhada com a gestão, somada aos conceitos relevantes da Lei Geral de Proteção de Dados ou GDPL são apresentadas como alternativas potenciais para melhorar a estrutura, afinal, assumir a responsabilidade pelo cuidado de informações em mídia digital é consolidada como uma ação estratégica. Para entender essas mudanças e aprofundar esses conceitos necessários, foram utilizados os métodos exploratórios, aplicados, bibliográficos e documentais, técnicas eficazes que proporcionaram o aprendizado e compreensão dos temas abordados. Já alinhados e conclusivos resultados, foi possível perceber que líderes e organizações devem se adaptar
e seguir as condições que o mercado demanda, e que não é possível ficar estagnado diante dessa evolução global que relaciona diretamente tecnologia, administração e liderança.

**Palavras-chave:** administração, impacto, liderança GDPL, tecnologia.

1 INTRODUCTION

The world and society perceived "today" has not always been like this, there is a process in constant evolution that occurs all the time, increasingly accelerated and that has its beginning intrinsically linked to the history of humanity. The first records, around four million years ago, went through stages as the needs arose, having passages through the development of jobs and the need for survival to the creation of capitalism, so a slow evolution starts to be accelerated more and more with the passing of the years and the emergence of organizations, within this context the process of globalization was imminent.

According to Souza (2012), the intense promotion of transnational interactivities, from the globalization of production systems and financial transactions to the propagation, to a worldwide proportion, of information and images through social media, the mass displacement of people, such as tourists, migrant collaborators or refugees, has implemented the term globalization in the everyday vocabulary.

In addition, for the author, globalization is a phenomenon that has been going on for decades and is the process by which a given circumstance or regional organization expands its influence to the entire world. As a result, the advancement of technology has caused a real cyclone, creating what can be understood as "digital disruption". Anyway, the future has arrived, however, it is not evenly distributed.

According to Kane *et al.* (2020) this current state of "paranoia" is apparently more than justified, since entire organizations and sectors are collapsing in unprecedented numbers. Modern and fierce competitors, using business models that were unimaginable not long ago, consecrate their existence in greater part to the frenetic evolution of technology. If a leader works in a traditional corporation, he should not be carefree. After all, it is believed that no company wants to achieve the results that "Borders", "Blockbuster" and even the long-lived "Kodak" achieved.
For Kane et al. (2020) "The advent of new technologies – such as social media, mobile technologies, big data analytics, artificial intelligence, blockchain, 3D printing, autonomous vehicles, and augmented and virtual reality – transforms the possibilities of businesses." Leaders who wish to preserve their superiority, find new opportunities and better serve their customers will take advantage of the possibilities made available by these technologies to modify their way of acting. However, leveraging these technologies through a rapidly evolving digital infrastructure requires some significant changes in the organization of companies.

One of these changes is to take responsibility for the care of information in digital media, through the General Data Protection Law (GDPL). This zeal will be paramount and it is extremely important to adapt to this reality, as the processing of personal data through the GDPL will be increasingly required. And, according to Pinheiro (2018), the presentation of a main person in charge by the controller regarding the duties and tasks related to data processing aims to ensure that the information remains centralized and that the controller proves that the applicability of the rules will achieve effective validation.

According to Leite, Lamboy, and Andrade (2019), the GDPL arose from the requirement to regulate commercial ties, free enterprise, fair competition, and technological advancement, preserving human rights, the free development of personality, and the dignity of the human person. Therefore, for a better understanding and deepening of the themes that will be addressed, this research used the exploratory, applied, bibliographic and documentary methods, effective techniques that provided learning and understanding of the topics addressed. For the realization/elaboration, the knowledge acquired in a higher technology course was also used, where mainly, the General Data Protection Law and sensitive data were addressed; the skills needed for an effective leader; as well as the influence of technology on administration and the impact of the GDPL on leaders and organizations.

The elaboration of this article was important because it presents the expressive influence that technology exerts on the performance of organizations since the Industrial Revolution, in addition to pointing out that technology and society coexist, showing that the essential technologies in computers, software and networks are not new and are becoming more improved and integrated, modifying society and the global
In this context, two statements or hypotheses are established: A) point out that currently leaders and organizations must adapt and keep up with the conditions that the constantly evolving market requires and, B) it is not possible to remain stagnant in the face of this global evolution, which is directly related to technology and administration, as well as, leaders and organizations aware of the GDPR must be extremely careful in the treatment of personal data, more and more accessible.

In this context, the general objective of this work is to describe the influence of technology in administration and the impact of the GDPR on leaders and organizations in a national scenario, from a deepening highlighting the relationship between theory and practice, which aims at the development of professional skills for students of technological higher education, future leaders and managers.

By stating that the new technology will convert into more intense competition. There is no doubt that markets will increase and a high level of productivity and consumption will rise; However, these new opportunities will also require organizations and their managers to stimulate themselves incessantly to take ownership, therefore, this research also aims to promote knowledge and the stimulation of increased attention to these issues that surround the work environment.

2 THEORETICAL GROUNDING

In this section, the main concepts covered are raised, i.e., GDPR, Sensitive Data, Necessary Leadership Skills, The Impact of GDPR on Leaders and Organizations and, finally, the Influence of Technology on Administration, as follows:

2.1 GDPR – GENERAL DATA PROTECTION LAW

According to Harari (2018, p. 78), in the twenty-first century, data will supplant both land and machinery as the most important asset, and politics will be the effort to control the flow of data. With personal data becoming more and more accessible, a regulation in the processing of personal data has become inevitable, where leaders and organizations aware of the GDPR increasingly need to be extremely careful in the treatment of this personal data.
Leite, Lamboy and Andrade (2019), shows GDPL is a norm with extraterritorial characteristics, of national dimension, which needs to be considered by the union, states, federal district and municipalities. It is not a law exclusive to the financial system and aims to offer a more practical and constant execution of data privacy, confidentiality and information security laws. It also aims to improve the premises and essential rights of the human person, such as the right to intimacy, private life, dignity, image and confidentiality of sensitive information or individual characteristics (Leite; Lamboy; Andrade, 2019, p. 13).

According to Brasil (2018) Law No. 13,709/2018 came into force in Brazil on September 18, 2020, called the General Data Protection Law or GDPL, it was instituted with the objective of protecting the fundamental rights of freedom and privacy and the free formation of the personality of each individual. With the principle of data processing security, which is any activity that uses personal data in its operation, physical or digital, addressing a large number of operations. The law establishes a legal framework for the rights of personal data subjects.

For the STJ (2022, n.p.), the rules introduced by the GDPL are expressly regulated by the grounds: respect for privacy; informational self-determination, freedom of expression, information, communication and opinion; inviolability of intimacy, honor and image; economic and technological development and innovation; free enterprise, free competition and consumer protection; human rights, free development of personality, dignity and the exercise of citizenship by natural persons

Barros (2019), collaborating with the theme, explains the GDPL as applicable to any processing operation carried out by an individual or legal entity under public or private law, regardless of the means used, the country in which the data is located or the country in which the data is located, provided that the data processing operation takes place in Brazil; the processing activity has as its object the supply of goods or services or the processing of data of natural persons located in the country; or the personal data to be processed is collected in the national territory.

According to the STJ (2022), shortly after the publication of the GDPL, the National Council of Justice (CNJ) directed the bodies of the Judiciary to adopt measures to adapt the courts to the provisions of the data protection legislation. Since then, the
Superior Court of Justice (STJ) has conducted studies, promoted discussions, and implemented actions aimed at complying with the GDPL and ensuring the protection of citizens' fundamental rights of freedom and privacy.

Para Triscal (Triscal Consulting and Technology, 2022) companies that do not comply with the GDPL may receive punishments, which may vary depending on the severity of the infraction. Fines for not following the law can reach up to 2% of the organization's revenue, limited to R$50 million. The revenue limited to R$50 million is something totally variable, because each company has its own revenue, which can be written in the form of numerical ranges, because it has to be to R$50,000,000.00. Related to the interest rate (which can reach 2%), it is also considered variable, as it can vary according to severity, that is, it is not a fixed rate. The amount of the penalty can be represented by the formula of Simple Interest with Time Equal to One, as shown below (in Equation 1):

\[
\text{FINE} = \text{Billing} \times i
\]

where:
\[
i = \text{Interest Rate (limited up to 2%)}
\]
\[
\text{Billing} \leq \text{R$ 50,000,000.00}
\]

Source: Adapted from Prof. Lucas Rodrigo da Silva (Da Silva, 2022)

The fine can generate an additional expense for companies, which directly impacts costs at the end of a certain financial period. Regardless of the motivation, the process of adapting to Data Protection legislation is not simple and requires a multidisciplinary set of skills so that it can be carried out successfully: it is necessary to have a legal approach for the correct interpretation of the legislation and its implications, a consultative approach to the review and adaptation of business processes and technical knowledge in aspects related to Technology and Information Security to guide implementations (Triscal, 2022).
2.2 SENSITIVE DATA

According to Brasil (2018), when addressing the GDPL in Article 5, information related to an identified or identifiable natural person is considered for the processing of personal data, with regard to personal data, sensitive personal data is defined as personal characteristics such as racial or ethnic origin, religious conviction, political opinion, membership in a trade union or organization of a religious nature, philosophical or political, data relating to health or sex life, genetic or biometric, when linked to a natural person.

Collaborating with the theme, Tilibra Express (2022) describes personal data as follows:

In the most basic terms, personal data is any information that someone can use to identify, with some degree of accuracy, a living person. As an example, one can cite a first and last name, a home address, email address, etc. Sensitive personal data, on the other hand, is a specific set that must be treated with extra security (Tilibra Express, 2022 n.p.).

To face this scenario of great changes, people and especially leaders and organizations need to educate themselves to better understand the digital environment. A misunderstanding of the digital world can have serious human, economic, and reputational consequences. Also, once on the internet, a trail remains forever.

2.3 THE NECESSARY COMPETENCIES OF AN EFFECTIVE LEADER

In what this research discusses, much is addressed about leaders, as they are fundamental pieces in organizations, both with regard to the best use of technology tools (adapting to the influence it has been causing over time for a more efficient administration), and in deepening the impact of the GDPL for a correct management of personal data, requiring effective and prepared leaders in the modern management of organizations.

Thus, according to Ferreira (2010), competence is the "quality of those who are capable of appreciating and solving a certain subject, doing a certain thing; capacity, ability, aptitude, suitability." Also according to the author (Ferreira, 2010), a leader is the "individual who leads, commands and/or guides, in any type of action, company or line
of ideas”. And, according to Soto (2002), successful leadership needs compatible conducts, competencies and acts, not personal aspects. The three standards of knowledge that leaders apply are: technical, human, and theoretical.

For Chiavenato (2020), in summary, a leader needs to stimulate trust, be intelligent, understandable, and decisive to have a chance of leading successfully. In this context, according to the same author, leadership is essential in all classes of human organization, whether in corporations or in any of their sectors. It is extremely necessary in each of the duties of the Administration: the administrator needs to understand the particular traits of individuals and know how to guide people, that is, to lead.

According to Griffin (2007), leadership is the use of authority without requirements to model the goals of the team or the company, stimulate the conduct for the execution of these goals and help establish the habits of the team or the company.

The effectiveness of the leader consists in the success in taking care of assignments related to occupations, as well as those associated with the conservation of the team. These two attributions of leadership generated two modes: the one directed to occupations and the one directed to people (Chiavenato, 2020). In the middle of 2023, with increasingly complex technologies and the GDPL already in force and directly impacting society in general, leaders need to be competent and effective, being a strong link, intelligently managing people and their personal data, as well as organizations.

2.4 THE IMPACT OF THE GDPL ON LEADERS AND ORGANIZATIONS

According to Leite, Lamboy and Andrade (2019), Law No. 13,709/2018 is a recent Brazilian legal framework of extreme impact, both for private and public organizations, as it acts in the protection of personal data of individuals in any connection that includes the processing of information considered as personal data, through any means, whether by a natural person, or by a legal entity. It is a regulation that presents rules, rights and obligations associated with the use of one of the valuable assets of the digital society, which are the databases associated with people.

One of the biggest impacts of the GDPL is linked to the requirement to guarantee the rights of data subjects, some of which are new to the legal system (the set of legal
norms and rules that govern the state) and to public and private organizations, such as the right to portability of personal data (Pinheiro 2018, p. 25).

Also according to the author:

Firstly, the law is applied to all those who process personal data, whether public or private institutions, individuals or legal entities, who carry out any action of processing personal data, regardless of the manner, which may comprise at least one of the following grounds: it takes place in national territory; that has as its purpose the offering or providing goods or services or the administration of data of people located in the national territory; in which the data are collected in the national territory (Pinheiro, 2018, p. 32).

The law provides for and requires that they have personal data protection administrators in organizations. The controller and the operator need to think about standards and technical means to protect personal data and ensure its effectiveness in organizations, whether through the use of anonymization resources, access manipulation, procedures, management policies, and training for teams (Pinheiro, 2018, p. 33).

Even if it is for a good reason, the implementation of GDPL compliance will have a huge impact on organizations, being able to collaborate for the increase in the "Brazil cost", especially in the areas of startups, small businesses and the public sector, with special attention to those who manage various sensitive personal data, such as health data, for example.

All of this is linked to the technological advancement that has been taking place since the industrial revolution, which has been directly influencing the way of working and managing, thus requiring a constant adaptation of leaders and organizations to manage this impact.

2.5 THE INFLUENCE OF TECHNOLOGY ON MANAGEMENT

Ferreira (2010) defines technology as the "set of knowledge, esp. Scientific principles, which apply to a certain branch of activity" and, also according to the author, "administration is a set of principles, norms and functions that aim to order the structure and functioning of an organization (company, public agency, etc.)". According to Chiavenato (2020), technology as a support for administration:
From an administrative point of view, technology is something that is developed in organizations through accumulated and developed knowledge about the meaning and execution of tasks – Know-How – and through its physical manifestations – such as machines, equipment, facilities – constituting a complex of techniques used in the transformation of inputs received by the company into results, that is, in products or services (Chiavenato, 2020, p. 322).

Chiavenato (2020) adds, citing how important the influence of technology on the organization is:

The organizational setup is defined by the technology. Some authors discuss the technological imperative: technology defines the configuration of the organization and its conduct. Notwithstanding the excessiveness of the statement, there is no uncertainty of the existence of an intense impact of technology on the life and performance of organizations. And technology, i.e., technical reasonableness, has become synonymous with efficiency. And efficiency has become the normative process by which organizations are analyzed by the market. Technology makes administrators gradually improve efficiency according to the limits of the normative process of generating efficiency (Chiavenato, 2020, p. 327).

According to Drucker (2003, p.349) "the demands placed on the ability, knowledge, performance, responsibility and integrity of the administrator have doubled with each generation in the last fifty years". On the other hand, Trigueiro and Marques (2009) state that since the phenomenon of globalization it is natural to have numerous changes in the business environment with numerous repercussions on life in society. And, according to Chiavenato (2020), technology has continuously exerted a significant influence on the performance of organizations since the Industrial Revolution. Technology and society coexist, the essential technologies in computers, software and networks are not new and are becoming more improved and integrated, changing society and the global economy.

For Chiavenato (2020), technology has a profound action in modern administration, even more so when the concepts of cybernetics have anchored in administration. The emphasis of technology on management is the stage in which managing means using technology to extract the greatest feasible effectiveness from it. With the emergence of cybernetics, mechanization, computer automation and, more recently, robotization, information technology (IT) placed at the function of the organization began to model the configuration and adapt its performance.
According to Drucker (2003), the new technology will require an understanding of the productive fundamentals and the continuous use of them by all managers. It will require that the organization as a whole be visualized, assimilated, and managed as an integrated process. For Schwab (2016) there is a term, which was used in 2011 at the Hannover Fair in Germany, called "Industry 4.0" and used to detail how this will transform the structuring of global value sets. By enabling "smart factories"; The Fourth Industrial Revolution establishes a universe where physical and cybernetic systems collaborate in a universal and malleable way.

Now, the world is experiencing a fourth wave of technological advancement: the advent of a new digital industrial technology called Industry 4.0, which is driven by nine essential technological advances, they are: Big Data and Analytics; Autonomous Robots; 3D simulations; Horizontal and Vertical Systems Integration; The Industrial Internet of Things; Cybersecurity; The Cloud; Additive Manufacturing; Augmented Reality (B C G, 2015).

According to Schwab (2016), the fourth industrial revolution is immensely divergent from the previous ones with the union of these technologies and the interactivity between the physical, digital and biological sectors. Finally, the future has arrived, it is necessary to be constantly prepared, because technologies through a digital infrastructure in frenetic evolution require significant changes in the organization of companies so that they do not become obsolete and fall into limbo. The next section presents the development of the theme.

3 DEVELOPMENT OF THE THEME (MATERIALS AND METHODS)

For the elaboration of this work, research was carried out, as to its nature it was classified as applied (Marconi; Lakatos, 2017), a method assisted by the investigation of a problem and, in the case of this one, it is the association between administration, management and interdisciplinarity, as well as the influence that technology exerts on both, in addition to the impact that GDPL exerts on leaders and organizations.

Regarding the applicability of scientific knowledge, the study is carried out in the face of bibliographic and documentary research, which is carried out by complementing
and summing knowledge bases usually collected in books, articles and updated documents (Gil, 2022).

Because it seeks to explore, that is, to describe a problem, aiming to provide information for a more precise investigation and to describe something or something related to the theme, research also qualifies as descriptive and exploratory research (Cervo; Bervian; Da Silva, 2007; Gil, 2022).

4 RESULTS AND DISCUSSIONS

Regarding the GDPL, Harari (2018) explains that data are the most important informational elements, and that a policy of efforts to control these elements are necessary. GDPL needs more and more attention and care because of business leadership and this article precisely points that out. Leite, Lamboy, and Andrade (2019) approach the law as a norm with extraterritorial characteristics, with a national dimension, which needs to be considered by the federal government, states, the federal district, and municipalities. In the environment where this research was carried out, it was worrisome to have as an informal result the denial of knowledge of this important Law, since micro entrepreneurs and university students did not know about it.

Barros (2019) wrote that it applies to any processing operation carried out by an individual or legal entity under public or private law. However, it is also important to understand the situation of non-legalized companies and uneducated employees, who are also non-compliant. Triscal (2022) adds that companies that do not comply with the GDPL may receive punishments, which may vary depending on the severity of the infraction (such as fines). The previous allegations also apply here.

In relation to Sensitive Data (Brazil, 2018), the processing of personal data is considered to be information related to an identified or identifiable natural person. Regarding the topic of personal data, personal characteristics regarding racial origin are defined as sensitive personal data. or ethnic, religious conviction, political opinion, membership of a trade union or organization of a religious, philosophical or political nature, data relating to health or sexual life, genetic or biometric, when linked to a natural person. In this scenario (of change), people, leaders and organizations need education. This element alone improves understanding of the new digital environment. Someone
ignorant of the digital world suffers “yes” from serious consequences brought about by this new environment.

For the Necessary Skills of a Leader, also “yes”, leaders are fundamental pieces in organizations, both with regard to the best use of technology tools (adapting to the influence it has been causing over time for a more efficient administration efficient), as well as deepening the impact of GDPL for the correct management of personal data, requiring effective and prepared leaders in the modern administration of organizations. The skills described by Ferreira (2010): quality to appreciate and resolve a certain issue, do a certain thing; capacity, ability, aptitude, suitability, is completed with the record of Soto (2002), who explains that leadership needs compatible conduct, skills and acts and not personal aspects. By Chiavenato (2020) it is understood that the leader's effectiveness consists of the success in taking care of tasks related to occupations, as well as those associated with team conservation.

Regarding the Impact of GDPL on Leadership and Organizations, Leite, Lamboy and Andrade (2019) stated that the Law is a recent, but important and inevitable milestone, for both private and public organizations, as it acts to protect individuals' personal data in any connection that includes the processing of information considered as personal data, in any way, whether by a natural person or a legal entity. One of the biggest impacts of the GDPL is linked to the requirement to guarantee rights. Some of them are new to the legal system, others are old acquaintances with great difficulty in collection and implementation.

To question the Influence of Technology on Administration, Chiavenato (2020) mentions that the organization is defined by the technology it adopts. Technology is technical rationality and synonymous with efficiency. It makes administrators gradually improve effectiveness according to the limits of the normative process of generating efficiency. And, another consolidated exponent of Administration, Drucker (2003) recognizes as important: skills, knowledge, performance, responsibility and integrity. This administrator has been updated with each generation in recent years. And, for Schwab (2016), this latest industrial revolution observed diverges from previous ones, uniting technologies and interacting between the physical, digital and biological sectors.
5 FINAL CONSIDERATIONS

With this research on the influence of technology on administration and the impact of GDPL on leadership and organizations, it is concluded that administration and technology have always collaborated for the evolution of society, and it was also possible to see new leadership methods spread across companies in Worldwide.

As well as improvements and security for customers and employees with GDPL, which was implemented to have a safe digital environment with great risk minimization.

After discussing the association between administration, management and interdisciplinary, in addition to the influence that technology has on both and the impact that GDPL generates on leaders and organizations, it was possible to conclude that the role of the leader in this issue is to assimilate the situation in relation to data protection. And the responsibility is also imposed on him to internally instruct employees with information and training, in order to mitigate the dangers with the use of personal data.

Therefore, the GDPL becomes indispensable, and requires the leader to demonstrate the commitment, that is, to make explicit through indications the preservation and privacy of data in accordance with the standards of accountability and responsibility expressed in the legislation.

For future projects, it is concluded that the union of these technologies discussed throughout the study and the interactivity between the physical, digital and biological sectors requires competent and effective leaders to manage these advances and guide the best possible path, developing the aforementioned aspects above with discernment, making it clear that information and updating are fundamental for modern organizations.
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