

institutions, independent oversight bodies, national human rights structures, the judiciary and law enforcement, and with the general public [7].

Hope that proper analysis of this key areas must be of great interest to practitioners and Academia while finding the proper balance in formatting new paths of jurisprudence in Digital era. Due to overcome these challenges a Faculty of Cybersecurity was created in our structure in order to seize, analyze and prevent future risks of human rights violations.

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VIRTUAL IDENTITY AND JURISPRUDENCE

*Let sea-discoverers to new worlds have gone,
Let maps to others, worlds on worlds have shown,
Let us possess one world, each hath one, and is one.*
John Donne

Key words: *supersystem, human development, metadata, alter ego.*

Since John Donne has written these words in «The Good Morrow», as a proof of new spiritual world formatting, a new era begins three hundred years after. Era of Matrix, era of Digital world, of Information society.

Everything is changed drastically with new technologies, mass surveillance, social networks, AI development towards the path of technological singularity. European politics are aware about its consequences. «Artificial intelligence driven technology is entering more aspects of every individual's life, from smart home appliances to social media applications, and it is increasingly being utilized by public authorities to evaluate people's personality or skills, allocate resources, and otherwise make decisions that can have real and serious consequences for the human rights of individuals. Finding the right balance between technological development and human rights protection is therefore an urgent matter», says Council of Europe Commissioner for Human Rights, Dunja Mijatović, in a Recommendation "Unboxing artificial intelligence: 10 steps to protect human rights» [1].

But personality as the existence of an individual human being. its rights and freedoms is not grown so essentially. From Marx's view, the essence of personality is a homeostatic holistic ensemble of social relationships. These relationships influenced on human being, its development, social and educational background that forms informational and spiritual matrix.

Specialists note that education and science will be able to effectively develop in networks only through real-world cyber-social anthropocentrism as a methodology, that is, an attentive attitude to the man of the Network as the basic, fundamental system-forming factor of the existence of this new complex and multi-level super-system. It turns out that cyber social development should directly push, fuel social, and vice versa. The above dual structure must be effectively managed in order to preserve the main function of the ambient supersystem – human development. To establish such a developmental system, one also needs a steady, solid, confident attitude to the Intermen (a new personality that has been formed and acts in cyber-sociology since childhood) as a person – an image of the near future, awareness of it as a subject of management and, at the same time, The object of study, which, of course, has a specific ontological, existential nature, with the primacy of the spiritual and intellectual essence over its bodily nature, with its objective physical limitations [2].

The pure fragment of such object is its digital essence and context. A digital personality (virtual identity) is a unique combination of some's name, email, date of birth, photos and texts and, most importantly, social relationships that can be used to adequately represent human real identity in the digital world (in social networks, for registration on sites, in various communication channels such as e-mail and messengers). This identity should be safeguarded in complex with other social relationships that create human being as natural, spiritual, digital and social construct. Radical defense of human being's digital personality should be done against abuses of power, artificial intelligence, radical secularism, etc.

Network and social clusters and platforms formulate new narratives that differ by state, national and common paradigms. These paradigms of personal and collective safety, security and independence contradict each other on above mentioned levels, generating different understanding of what

is the right to life, the right to happiness, the right to be forgotten and the right to be punished in particular as regards to digital personality.

Sometimes the effect of Informational society and networks triggers social anomaly and protest against state sovereignty. Principle of legality at metamodern society validates depending more on general values. The ECHR jurisprudence defines the Convention on Human Rights as a «constitutional instrument of the European public order» in the field of human rights. (*Bosphorus Hava Yolları Turizm ve Ticaret Anonim Şirketi v. Ireland*, § 156 [3]). It is significant that the latest decisions of *Taricco II*, ECJ 2017 [4], *Tsezar and others v. Ukraine*, ECHR 2018 [5] demonstrate a shift in focus on the priority of the values of collective actors over individual rights (European and State Values).

From the other point of view tendencies in development of modern ideology and antropocultural shift make possible to discuss how digital personality would be protected as a part of a human being.

Does the erasure of your metadata would affect your health? Is it possible to say about the right to life regarding virtual human or not? What would be the way of progress in formulating of new rules and new practice on International Level? Is it possible to kill intentionally your virtual alter ego? Some criminologists are discussing these ideas [6]. By the way, somebody is discussing the shift regarding Rights of Robots too...

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