work formed in this area. In addition to the relevant articles of the Criminal Code of Ukraine, On Administrative Offenses Code, etc., providing legal responsibility for committing all kinds of information offenses, in the state any legal act is not taken, which was assigned to concepts and categories in this area, a standardized list of information of offenses, their general characteristics, directions, prevent these types of offenses, organizational and functional structure of performing such activities and so on.

The aim of the article is to identify the main ways of improving the regulatory and legal framework to combat information offences in Ukraine.

To achieve this, the author posed the following problems:

- to analyze the regulatory and legal framework to combat information offences in Ukraine;

- to offer basic ways to improve the regulatory and legal framework to combat information offences in Ukraine.

Analyzed state regulatory framework to combat violations of information in Ukraine and expressed the author's position on the need to improve the regulatory and legal framework for combating offenses of information in Ukraine through adoption system (package) regulations: Concepts offenses against information in Ukraine – Fight Strategy information on violations in Ukraine – state target programs to combat information offenses in Ukraine in the relevant sectors of society or to specific types of crime information («State Program to combat computer crime in Ukraine», «The government programs to combat electronic fraud in Ukraine, «etc.).

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CLASSIFICATION OF PERSONAL DATA AS A NECESSARY ELEMENT OF THE INTRODUCTION OF EFFECTIVE COMMUNICATION IN SOCIETY

In modern conditions strengthen and enhance the role of information telecommunication technologies in society in all socio- political, socio -economic and other processes occurring in the world, are extremely important the problem of creating an effective mechanism for guaranteeing privacy, whose implementation is provided, among other and the quality of the legal regulation of relations on personal data.

Actuality of these research fueled active legislative work towards building an information society, 9.01.2007, the adopted Law of Ukraine «On Fundamentals of Information Society in Ukraine in 2007-2015», 01.06.2010 Law of Ukraine «On Personal Data Protection» 06.07.2010 , the Law of Ukraine «on Ratification of the Convention on the protection of Individuals with regard to Automatic processing of Personal data

and the Additional Protocol to the Convention on the protection of Individuals with regard to Automatic processing of Personal Data regarding supervisory authorities and transborder data flows», 20.11. 2013 Law of Ukraine «On Unified State register of demographic», 02.2013 were registered three bills on the improvement of the institutional system of protection of personal data (registration number 2282, 2282-1 and 2282-2).

In the context of the problem raised it is impossible not to note the latest scientific research by M. Kosinski, D. Stillwell, T. Graepel that has showed that with the help of the already chosen algorithm of analysis person's «Likes» in Facebook and other social networks it is possible to automatically identify and accurately predict a range of highly sensitive personal data of any user of these networks.

The model, which is proposed by the American scientists, uses dimensionality reduction for preprocessing the Likes data, which are then entered into logistic/linear regression to predict individual psychodemographic profiles from «Likes», with accuracy indications around 90 percent.

The model correctly calculates sexual orientation, ethnicity, religious and political views, personality traits, intelligence, happiness, use of addictive substances, age, gender and even can calculate personal data of other people, such as parental separation.

The development of technologies of the analysis of personal data, which is accompanied by a sharp increase of the number of social networks users, which contain the largest databases of personal data, including sensitive, puts the primary task for scientists to develop a new security mechanism for privacy.

Given the above, in our opinion, the analysis of domestic and foreign legislation, the development of science and technology, allows to say that to ensure security of privacy in the context of circulation and processing of personal data, it is necessary to adopt legislative changes intended to: 1) the distribution of the concepts of circulation of personal data and processing of personal data, 2) the introduction of classification of personal data on: 1) general personal data, 2) special personal data 3) sensitive personal data.

Based on the above, we formulated a proposal to improve the conceptual apparatus of the Law of Ukraine «On Protection of Personal Data».