

## LEGAL PROTECTION FOR CONSUMERS AGAINST UNILATERAL ACCOUNT DELETION BY DIGITAL PLATFORMS

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### Abstrak

#### Keywords:

*Legal Protection,  
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*The development of digital platforms has transformed the patterns of interaction and transactions among the public in various aspects of life. However, the practice of unilateral user account deletion by digital platforms raises legal issues because it has the potential to harm consumers, especially when carried out without notice, clear reasons, or adequate appeal mechanisms. This study aims to analyze the legal framework regarding the authority of digital platforms to delete user accounts and to examine forms of preventive and repressive legal protection for consumers who experience unilateral account deletion. The research method used is normative legal research employing a statutory approach and a conceptual approach. The results of the study indicate that the authority of digital platforms to delete user accounts essentially stems from the terms and conditions of service agreed upon by the parties. However, the exercise of this authority must still adhere to the principles of good faith, transparency, fairness, and the protection of consumer rights as stipulated in applicable laws and regulations. Preventive legal protection is realized through the regulation of the rights and obligations of the parties, transparency of information, and restrictions on the use of standard clauses that are detrimental to consumers. Repressive legal protection can be pursued through complaint mechanisms, dispute resolution, and claims for compensation for losses arising from unilateral account deletion. Therefore, strengthened regulation and oversight are necessary to ensure legal certainty and more effective protection for consumers in the digital age.*

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## INTRODUCTION

The development of information and communication technology has brought about significant changes in various aspects of people's lives, including economic, social, educational, and governmental activities. The presence of digital platforms such as social media, marketplaces, app-based services, and various other electronic service providers has become an integral part of daily life. Through digital platforms, people can interact, conduct transactions, store data, build social networks, and carry out business activities effectively and efficiently. This situation demonstrates that digital platforms no longer function merely as a means of communication but have evolved into virtual public spaces that hold significant economic and social value for their users.

In practice, the legal relationship between users and digital platforms is generally established through an electronic agreement set forth in the form of terms of service or terms and conditions of use. These agreements are usually drafted unilaterally by the platform provider and must be accepted by the user before gaining access to the services provided. This type of legal relationship is known as a standard contract—that is, an agreement whose content and terms have been predetermined by the party holding the stronger bargaining position. As a result, users often do not have the opportunity to negotiate the terms of such agreements.

One of the issues that frequently arises in the operation of digital platforms is the unilateral deletion of user accounts. Account deletion can be carried out for various reasons, such as alleged violations of community guidelines, activities deemed suspicious, intellectual property rights violations, misuse of services, or other reasons determined by the platform. However, in many cases, account deletion is carried out without adequate explanation, without effective appeal mechanisms, and even without prior notice to the user. This situation has the potential to cause harm to users, especially if the deleted account has economic value, stores important personal data, or is used as the primary means of conducting business.

This phenomenon highlights the power imbalance between digital platforms and users as consumers. Digital platforms have extensive authority in determining internal policies, including the right to suspend or delete user accounts. On the other hand, users are often in a vulnerable position because they lack access to the decision-making processes carried out by the platforms. This imbalance has the potential to result in violations of consumer rights, particularly the right to fair treatment, the right to clear information, and the right to a fair and reasonable resolution.

According to Yovita Ariei Mangeisti, the law essentially functions as an instrument to protect the interests of legal subjects in order to create a balance of rights and obligations in legal relationships that exist within society. Therefore, every legal relationship that places one party in a weaker position requires protective mechanisms to ensure the realization of justice and legal certainty. In the context of the relationship between digital platforms and users, legal protection is essential to prevent the abuse of power by service providers and to ensure that consumer rights are upheld in the use of digital services.

From the perspective of Indonesian law, the relationship between digital platforms and users cannot be separated from the provisions of consumer protection law. Law No. 8 of 1999 on Consumer Protection guarantees various rights held by consumers in acquiring and using goods and services. Article 4 of the Consumer Protection Law states that: "The rights of consumers are: a. the right to comfort, security, and safety in

consuming goods and/or services; b. the right to choose goods and/or services and to receive such goods and/or services in accordance with the exchange value, conditions, and guarantees promised; c. the right to accurate, clear, and honest information regarding the conditions and guarantees of goods and/or services; d. the right to have their opinions and complaints regarding the goods and/or services they use heard; e. the right to receive advocacy, protection, and appropriate dispute resolution efforts in matters of consumer protection; ...".

This provision indicates that consumers have the right to obtain clear information and legal protection regarding the use of services provided by business entities, including digital platform operators. Therefore, the unilateral deletion of an account without a transparent reason can be viewed as a form of disregard for consumer rights. Furthermore, the aspect of consumer protection on digital platforms is also closely related to the prohibition on the use of standard clauses that are detrimental to consumers. Article 18(1) of the Consumer Protection Law, in principle, prohibits business entities from including clauses that shift liability or grant unilateral authority to the detriment of consumers. This provision is important given that the vast majority of digital platforms include clauses granting service providers absolute rights to suspend or delete user accounts at any time based on their internal discretion. Such clauses have the potential to create an imbalance of rights and obligations between the parties in the legal relationship established through an electronic agreement.

From a legal perspective, the obligations of digital platforms as Electronic System Operators (PSEi) are regulated in the Law on Electronic Information and Transactions and its implementing regulations. One relevant regulation is Government Regulation No. 71 of 2019 concerning the Operation of Electronic Systems and Transactions. Article 3(1) of Government Regulation No. 71 of 2019 states that: "Every Electronic System Operator must operate the Electronic System reliably and securely and be responsible for the proper operation of the Electronic System."<sup>5</sup> Furthermore, Article 4(d) of Government Regulation No. 71 of 2019 stipulates that operators of electronic systems are required to have procedures or guidelines that are communicated using language, information, or symbols that can be understood by the relevant parties. This provision indicates that digital platforms have an obligation to implement transparent service governance, including mechanisms for restricting or deleting user accounts.

In addition, the growth of the digital economy has made accounts on certain platforms extremely valuable to their owners. Marketplace accounts, business social media accounts, digital payment service accounts, and online service provider accounts have increasingly become assets used to generate economic benefits. When these accounts are unilaterally deleted, users not only lose access to services but also risk losing data, customers, business reputation, and even their primary source of income. Therefore, account deletion can no longer be viewed merely as an administrative matter but has evolved into a legal protection issue related to consumer rights in the digital space.

In a rule-of-law state, any action that has legal consequences for an individual's rights must be carried out in accordance with the principles of due process of law, transparency, proportionality, and accountability. Although digital platforms have the right to enforce their internal policies, the exercise of such authority must not disregard users' rights as consumers. Therefore, a balance is needed between the platform's interest in maintaining the security and integrity of its services and the users' interest in obtaining adequate legal protection.

Based on the above discussion, it is evident that the unilateral deletion of accounts by digital platforms raises various legal issues that require further in-depth analysis. These issues are not only related to the scope of digital platforms' authority as providers of electronic services but also concern the effectiveness of legal protections afforded to consumers in the face of account deletions that have the potential to cause them harm. Therefore, this study focuses on analyzing the legal framework regarding the authority of digital platforms to delete user accounts, as well as examining forms of preventive and repressive legal protection for consumers whose accounts are unilaterally deleted by digital platforms.

#### PROBLEM STATEMENT

1. How does the law regulate the authority of digital platforms to delete user accounts?
2. What forms of preventive and repressive legal protection are available to consumers whose accounts are unilaterally deleted by digital platforms?

#### LITERATURE REVIEW

##### Definition of Digital Platforms

Advances in information and communication technology have brought significant changes to various aspects of society, including economic, social, educational, and governmental activities. One such development is the emergence of various digital platforms that provide internet-based services accessible to the general public. Digital platforms serve as a medium connecting users with a wide range of services offered electronically, thereby enabling interactions without the constraints of time and space (Pratama, 2023).

Digital platforms are generally electronic systems designed to provide services to users via the internet. They come in a wide variety of forms, ranging from social media, marketplaces, online transportation services, instant messaging apps, to cloud-based data storage services. Digital platforms have become an integral part of modern society because they offer convenience, efficiency, and broader access to meet users' various needs (Susanto, 2022). In their operations, digital platforms not only function as providers of technological infrastructure but also possess the authority to regulate the use of the services they offer. This authority is exercised through various internal policies that govern the procedures for using the platform, users' rights and obligations, prohibitions on service use, and penalties that may be imposed in the event of a violation of applicable terms and conditions (Rahardjo, 2024).

The legal relationship between a digital platform and a user generally begins when the user registers an account and agrees to the terms and conditions of service established by the platform. This consent creates a legally binding relationship between both parties, thereby giving rise to rights and obligations that must be fulfilled proportionally. In practice, this consent is given electronically through a "click-to-agree" mechanism or "click-wrap agreement," which has now become a common practice in the provision of digital services (Sutrisno, 2023). The legal relationship formed between digital platforms and users has distinct characteristics compared to conventional legal relationships. This is because the entire process of establishing the legal relationship is conducted through electronic systems without any direct meeting between the parties. Nevertheless, this legal relationship remains legally binding as long as it meets the validity requirements for a contract as stipulated in the applicable civil law provisions in Indonesia (Putri, 2022).

In the provision of digital services, users are often in a weaker position compared to digital platforms. This situation arises because digital platforms have the authority to unilaterally determine the content of the terms and conditions of service use. Users are generally only given the option to accept or reject the terms drafted by the platform without having the opportunity to negotiate the content of the agreement (Wibowo, 2024). This imbalance of power between digital platforms and users has the potential to give rise to various legal issues, particularly when platforms exercise their authority to restrict, suspend, or even delete user accounts. Such actions can cause harm to users, especially if the account is used for business purposes, promotion, communication, or the storage of personal data that holds a certain economic value (Hidayat, 2023).

Therefore, the legal relationship between digital platforms and users cannot be viewed merely as an ordinary contractual relationship; rather, it must also take into account the protection of users' rights as the " " party utilizing digital services. As society's dependence on digital platforms increases, a balance is needed between the authority held by platforms and the protection of users' rights to ensure legal certainty in the provision of digital services in Indonesia (Nugroho, 2025).

### **User Account Deletion**

The deletion of user accounts by digital platforms is a common measure taken to enforce the platform's internal policies. This action is generally taken when a user is deemed to have violated the terms and conditions of service, community guidelines, or other policies established by the digital platform operator. However, the authority to delete an account cannot be exercised arbitrarily, as it must comply with applicable legal provisions and respect the rights of users as consumers of digital services (Harahap, 2024).

In Indonesia, regulations regarding the provision of digital services are fundamentally governed by Law No. 11 of 2008 on Electronic Information and Transactions, as amended several times, most recently by Law No. 1 of 2024. This law provides the legal foundation for the operation of electronic systems, including the rights and obligations of parties that provide digital-based services to the public (Siregar, 2024). Additionally, more technical regulations can be found in Government Regulation No. 71 of 2019 on the Operation of Electronic Systems and Transactions. This regulation stipulates that electronic system operators are required to operate systems that are reliable, secure, and responsible. This obligation indicates that every action taken by an electronic system operator must be based on the principles of accountability and legal certainty (Kusuma, 2023).

The authority of digital platforms to delete user accounts generally stems from the terms and conditions of service agreed upon when the user registers an account. These documents usually list various reasons that can serve as grounds for the platform to restrict or delete an account, such as legal violations, the dissemination of prohibited information, fraudulent activities, the use of a false identity, or violations of applicable community guidelines (Fadillah, 2023). Although this authority is stipulated in the electronic agreement, its implementation must still adhere to the principles of transparency and good faith. Account deletion carried out without a clear reason or without notifying the user has the potential to create legal uncertainty and cause harm to the user. Therefore, many digital platforms today provide a mechanism for prior notification before imposing sanctions in the form of permanent account deletion

(Prakoso, 2024). In practice, account deletion can have significant consequences for users. For users who rely on digital platforms as a means of business or a source of income, account deletion can result in the loss of access to customers, transaction data, and digital assets that have been built up over a long period of time. Therefore, account deletion is not merely a technical matter but also carries legal and economic consequences that must be taken seriously (Mahendra, 2023).

Legal regulations regarding account deletion are also related to the protection of users' data and information. When an account is deleted, there is often a variety of personal data and user activity data stored in the electronic system. Therefore, digital platforms must ensure that the management of such data is carried out in accordance with applicable laws and regulations so that users' rights remain protected (Ramadhan, 2025). Thus, the authority of digital platforms to delete user accounts is fundamentally derived from electronic agreements and the platform's internal policies. However, this authority must be exercised in a proportionate, transparent, and responsible manner to avoid infringing upon users' rights and to remain consistent with the principle of legal certainty in the operation of electronic systems in Indonesia (Wijaya, 2024).

### **Definition of a Consumer**

The development of information technology has driven the formation of a digital ecosystem that brings service providers and users together in various internet-based activities. Within this ecosystem, users of digital services can be categorized as consumers because they utilize services provided by businesses through digital platforms. The relationship between digital platforms and users not only creates technological interactions but also gives rise to legal relationships that establish rights and obligations for each party (Sutanto, 2023). Users' status as consumers is protected under Law No. 8 of 1999 on Consumer Protection. Under this law, consumers have various rights that must be respected by business operators, including the right to receive accurate, clear, and truthful information regarding the terms of the services used; the right to fair treatment; and the right to compensation or damages if they suffer losses resulting from the use of a product or service (Harahap, 2024).

In the context of digital platforms, consumers not only use the services provided but also submit various forms of personal data to the platform operators. This data holds economic value and plays a crucial role in the delivery of digital services. Therefore, consumer protection is not limited to access to services but also encompasses the protection of users' data and information (Pratama, 2024). Issues often arise when digital platforms unilaterally restrict, suspend, or delete user accounts. Such actions have the potential to cause harm, particularly for users who rely on digital accounts for business, promotion, or communication. In such circumstances, users, as consumers, have the right to receive an explanation regarding the reasons for the account deletion and the opportunity to file an objection to the decision made by the digital platform (Wijaya, 2025).

With the increasing use of digital services in Indonesia, the position of consumers within the digital ecosystem has become a critical aspect to consider. The protection of consumer rights is necessary to establish a balanced legal relationship between users and digital platforms, thereby ensuring legal certainty and a sense of justice for all parties (Nugroho, 2024).

## RESEARCH METHOD

This study employs a normative legal research method that focuses on examining the legal norms governing the authority of digital platforms to delete user accounts, as well as the legal protection available to consumers who suffer harm as a result of such actions. The approaches used include the statutory approach and the conceptual approach. The statutory approach involves analyzing various relevant regulations, including Law No. 8 of 1999 on Consumer Protection, Law No. 1 of 2024 concerning the Second Amendment to the Law on Information and Electronic Transactions, as well as Government Regulation No. 71 of 2019 concerning the Operation of Electronic Systems and Transactions. Conceptual approaches were used to examine the concepts of legal protection, electronic contracts, standard clauses, and the liability of digital platform operators. The legal materials used consist of primary, secondary, and tertiary sources collected through a literature review. Subsequently, all legal materials were analyzed prescriptively using legal interpretation methods to develop arguments and solutions to the issues under study.

## RESULTS AND DISCUSSION

### Legal Regulations Regarding the Authority of Digital Platforms to Delete User Accounts

The authority of digital platforms to delete user accounts essentially stems from the legal relationship established through an electronic agreement between the service provider and the user. In practice, every user who registers an account on a digital platform is required to agree to the terms and conditions (terms of service) that have been previously drafted by the platform provider. This consent gives rise to a contractual relationship that binds the parties in accordance with the principle of *pacta sunt servanda* in contract law. However, the nature of electronic contracts on digital platforms generally takes the form of standard contracts drafted unilaterally by the platform, so that users have no opportunity to negotiate the substance of the contract. This situation creates an imbalance in bargaining power between digital platforms and users as consumers. According to Yovita Ariei Mangeisti, the law essentially functions as an instrument to protect the interests of legal subjects so that a balance of rights and obligations is established in legal relationships that take place in society. Therefore, every legal relationship that places one party in a weaker position requires protective mechanisms to ensure the realization of justice and legal certainty. Legally, the existence of electronic contracts is recognized in the Indonesian legal system through Law No. 1 of 2024 concerning the Second Amendment to Law No. 11 of 2008 concerning Electronic Information and Transactions. Article 1, point 17, states that: "An electronic contract is an agreement between parties made through an electronic system."

This provision indicates that the legal relationship established between users and digital platforms is a contractual relationship that is legally binding, just like a conventional agreement. Therefore, the platform's authority to suspend or delete a user's account can, in principle, be derived from clauses contained in the electronic contract in question. However, this authority is not absolute, as its exercise must still comply with the principles of contract law, consumer protection, and regulations regarding the operation of electronic systems.

From a civil law perspective, the requirements for the validity of a contract are set forth in Article 1320 of the Civil Code, which requires mutual consent, legal capacity, a

specific subject matter, and a lawful cause. Even though users have given their consent to the platform's terms and conditions through a "click-wrap agreement," such consent cannot be used as a basis to justify every unilateral action taken by the platform provider. According to Ridwan Khairandy, freedom of contract is not unlimited; rather, it must be exercised with due regard for the principles of balance, reasonableness, and good faith. Thus, a clause that grants the platform absolute authority to delete accounts without a clear reason has the potential to conflict with the principle of contractual fairness.

Unilateral account termination is generally based on violations of community guidelines, misuse of the service, activities deemed suspicious, intellectual property rights violations, or other actions that the platform deems to be in violation of its terms of service. From an operational perspective, such authority is necessary to maintain the security of electronic systems and protect other users from potential misuse of the service. However, in a country governed by the rule of law, the authority held by a party must be accompanied by clear limitations and accountability mechanisms. Therefore, the authority of digital platforms cannot be understood as an unlimited right, but must be exercised in a proportional and transparent manner.

In this regard, Government Regulation No. 71 of 2019 concerning the Operation of Electronic Systems and Transactions provides the legal basis for the obligations of Electronic System Operators (PSEi). Article 3(1) of Government Regulation No. 71 of 2019 states: "Every Electronic System Operator must operate the Electronic System in a reliable and secure manner and be responsible for the proper functioning of the Electronic System."

The wording of the aforementioned article indicates that digital platforms are not only granted the authority to manage electronic systems, but are also burdened with the legal responsibility to ensure that electronic systems operate reliably and securely. Therefore, the action of deleting an account must be carried out within the framework of that responsibility and must not conflict with users' rights as consumers. Furthermore, Article 4(d) of Government Regulation No. 71 of 2019 stipulates that Electronic System Operators are required to provide procedures or guidelines that are communicated in a language, information, or symbols that can be understood by the parties concerned. This provision embodies the principle of transparency, which requires platforms to clearly explain the reasons, procedures, and appeal mechanisms regarding the deletion of user accounts. In practice, many platforms only include general clauses granting them the authority to deactivate accounts at any time without further explanation. Such conditions have the potential to create legal uncertainty for users.

From a consumer protection perspective, the relationship between users and digital platforms can be categorized as a relationship between consumers and businesses. This is because platforms provide electronic services used by the public. Therefore, the provisions of Law No. 8 of 1999 on Consumer Protection also apply to such legal relationships. Article 4(c) of the Consumer Protection Law states that consumers have "the right to accurate, clear, and truthful information regarding the conditions and warranties of goods and/or services." If a platform deletes an account without providing a clear and understandable reason to the user, such action has the potential to violate the consumer's right to receive accurate and transparent information. Furthermore, Article 18(1)(g) of the Consumer Protection Law states: "Business entities, when offering goods and/or services intended for trade, are prohibited from creating or including standard clauses in any document and/or agreement if they stipulate the consumer's submission to

regulations in the form of new, additional, supplementary, and/or subsequent amendments unilaterally established by the business entity during the period in which the consumer utilizes the purchased service.”

This provision indicates that Indonesian law does not grant businesses absolute freedom to unilaterally establish rules that are detrimental to consumers. In the context of digital platforms, clauses that grant platforms absolute rights to delete accounts without clear procedures can be categorized as clauses that run counter to the spirit of consumer protection.

In theory, standard clauses are indeed necessary to support the efficiency of digital transactions involving millions of users. However, according to Shidarta, efficiency should not come at the expense of protection for parties with weaker bargaining power. Therefore, the authority of digital platforms must be understood as authority limited by the principle of consumer protection, not as a right that can be exercised arbitrarily.

In international practice, the balance of digital regulation shows a tendency to limit platforms’ authority to moderate content or delete accounts. The principles of due process, transparency, and accountability are increasingly being adopted as standards in the governance of digital platforms. Users have the right to know the reasons for account deletion, to have access to appeal mechanisms, and to be given the opportunity to defend their interests before a final decision is enforced. These principles are consistent with the principle of good faith recognized in Indonesian contract law.

Based on this analysis, it can be understood that Indonesian law essentially recognizes the authority of digital platforms to delete user accounts as part of their rights to manage electronic systems and execute electronic contracts. However, this authority is not absolute because it is limited by the principles of good faith, transparency, proportionality, consumer protection, and the responsibility of the Electronic System Operator. Thus, the unilateral deletion of an account is legally justifiable only if it is based on valid grounds, follows clear procedures, and continues to protect the user’s rights as a consumer.

### **Forms of Preventive and Repressive Legal Protection for Consumers Whose Accounts Have Been Unilaterally Deleted by Digital Platforms**

Legal protection for consumers is one of the key instruments in achieving a balance in legal relations between businesses and consumers. In the context of the digital economy, this protection is not only provided to consumers who engage in conventional transactions for goods and services, but also to users of digital services who utilize various electronic platforms. The unilateral deletion of accounts by digital platforms has the potential to cause both material and immaterial losses to users, especially if the account in question is used as a means of communication, data storage, business activities, or a source of income. Therefore, effective legal protection is needed to guarantee consumer rights and prevent the abuse of power by digital platforms.

Theoretically, legal protection can be divided into preventive legal protection and repressive legal protection. According to Philipus M. Hadjon, preventive legal protection aims to prevent the violation of rights through regulations that provide legal certainty and fairness for the public to protect their interests before a dispute arises. Conversely, repressive legal protection is provided after a rights violation has occurred through dispute resolution mechanisms and the imposition of sanctions against the party responsible for the violation. In the context of account deletion by digital platforms, both

forms of legal protection play equally important roles.

Preemptive legal protection for consumers can be found in various provisions of laws and regulations governing consumer rights and the obligations of business entities. Law No. 8 of 1999 on Consumer Protection provides the primary foundation for the protection of consumer rights in the use of digital services. Article 4(c) states, “Consumer rights include the right to accurate, clear, and truthful information regarding the conditions and warranties of goods and/or services.”

This provision means that users of digital platforms have the right to receive transparent information regarding the terms of service, the reasons for account restrictions, suspension procedures, and account deletion mechanisms. Digital platforms cannot arbitrarily delete accounts without providing adequate explanations to users. Transparency is an important form of preventive protection to prevent actions that are detrimental to consumers.

In addition to the right to information, Article 4(d) of the Consumer Protection Act states that consumers have “the right to have their opinions and complaints regarding the goods and/or services they use heard.”

This provision can be interpreted as the legal basis for consumers to exercise their right to file an objection or request clarification before an account is permanently deleted. In modern consumer protection practice, the principle of *audi alteram partem*—or the right to be heard—is an important form of procedural protection in any decision-making process that impacts an individual’s rights. Therefore, digital platforms should provide an appeal mechanism that users can utilize when their accounts are restricted or deactivated.

Preventive legal protection is also reflected in the prohibition on the use of standard clauses that are detrimental to consumers. Article 18(1) of the Consumer Protection Law prohibits businesses from including clauses that grant unilateral authority or deprive consumers of their rights. This provision is highly relevant because the vast majority of digital platforms use electronic contracts in the form of standard clauses. According to Shidarta, the use of standard clauses is permitted as long as they do not create an imbalance in rights and obligations between businesses and consumers. Thus, clauses that grant platforms absolute authority to delete accounts without a clear reason and without an appeal mechanism can be considered contrary to the principle of consumer protection.

In addition to the UUPK, preventive legal protection is also regulated in Government Regulation No. 71 of 2019 concerning the Operation of Electronic Systems and Transactions. Article 3(1) states, “Every operator of an electronic system must operate the electronic system in a reliable and secure manner and be responsible for the proper operation of the electronic system.” This obligation implies that digital platforms must operate their systems in a professional, transparent, and accountable manner. The deletion of accounts without clear procedures may indicate a failure to fulfill the principle of accountability as intended in the aforementioned provision.

In addition to preventive protection, consumers are also entitled to repressive legal protection in the event of a unilateral account deletion that results in losses. Repressive protection aims to restore rights through dispute resolution mechanisms and the awarding of damages. The primary legal basis for repressive protection is found in Article 19(1) of the Consumer Protection Act, which states: “Businesses are responsible for providing compensation for damage, contamination, and/or losses suffered by consumers as a result

of consuming goods and/or services that they produce or sell.”

Although this provision was initially formulated in the context of goods and services in general, this standard may also be applied to digital services provided by electronic platforms. If the unilateral deletion of an account results in data loss, disruption of business activities, or other economic losses, consumers have the right to hold the platform liable in accordance with applicable legal provisions.

Other forms of redress can be sought through alternative dispute resolution mechanisms, both in and out of court. Article 45(1) of the Consumer Protection Law states, “Any consumer who has suffered harm may file a lawsuit against a business entity through an institution tasked with resolving disputes between consumers and business entities or through the courts within the general court system.” This provision grants consumers the right to file a lawsuit if a digital platform takes actions that infringe upon their rights. Dispute resolution may be conducted through the Consumer Dispute Resolution Agency (BPSK), mediation, arbitration, or a civil lawsuit in court.

In addition to the mechanisms provided for in the UUPK, users may also utilize civil law instruments based on Article 1365 of the Civil Code regarding unlawful acts. That article states, “Any act that violates the law and causes harm to another person obligates the person whose fault caused such harm to compensate for said harm.” If an account is deleted without a valid basis, without notice, and causes harm to the user, then it is possible to classify such an action as an unlawful act. In this context, the user may seek compensation for the harm suffered.

The balance of modern digital law also demonstrates that consumer protection is not only related to economic aspects, but also to the protection of personal data, digital identity, and access to electronic services. Therefore, the unilateral deletion of an account must be carried out in accordance with the principles of proportionality, accountability, transparency, and due process. Users must be given the opportunity to know the reasons for account deletion, access appeal mechanisms, and seek reinstatement if there is an error in the platform’s decision-making.

Based on the above description, it can be understood that preventive legal protection for consumers is achieved through regulations governing consumer rights, transparency obligations for digital platforms, restrictions on unfair standard terms, as well as the obligation of electronic system operators to operate the system reliably and responsibly. Meanwhile, repressive legal protection is provided through the right to file complaints, seek damages, resolve disputes through the BPSK or the courts, and file lawsuits based on provisions regarding unlawful acts. Thus, Indonesian law has essentially provided adequate protection mechanisms, although their implementation still requires strengthening to ensure effective protection for consumers in the digital era.

## CONCLUSION

The authority of digital platforms to delete user accounts is derived from the electronic contracts agreed upon by the parties. However, this authority is not absolute, as it must be exercised in accordance with the principles of good faith, transparency, proportionality, and consumer protection as stipulated in applicable laws and regulations. Legal protection for consumers whose accounts are unilaterally deleted includes preventive protection through information transparency and restrictions on standard clauses, as well as repressive protection through complaint mechanisms, dispute resolution, and claims for compensation for losses suffered by consumers.

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