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## RIGHT TO BE FORGOTTEN BEFORE THE RIGHT TO FREEDOM OF EXPRESSION

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### ABSTRACT

The right to be forgotten has constitutional relevance, considered the subject of several discussions in the legal world. Legislation tries to keep up with technological advances as it creates new control mechanisms to combat illegal conduct committed in a virtual environment. The right to be forgotten in the current Brazilian normative context seeks, in the first analysis, to defend personality rights. Based on the above, this article aims to delve deeper into the various aspects related to the right to be forgotten in the Brazilian legal system, as well as to study the parameters of proportionality of values. As a methodology, documentary, bibliographic and jurisprudential analysis of national and international legislation was used. In conclusion, the necessary consideration is observed in each specific case, which implies special action by the person applying the law, in this sense it would avoid the imposition of one right in the face of another. The action of the operator of the law cannot eliminate absolutely any of the rights involved.

**Keywords:** Personality rights. Forgetfulness. Internet. Freedom of expression. Personal data.