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## **Balancing Free Speech and Online Reputation: Challenges in Indian Cyber Law**

Garima Tiwari and Dr. Taru Mishra

LLM (Criminal law), Amity Law School, Lucknow Assistant Professor, Amity Law School, Lucknow

**Abstract:** The advent of the internet and social media sites has created profound changes in the manner in which individuals communicate, engage with one another, and make opinions. With these changes, however, come mounting problems regarding how a fine line needs to be drawn between ensuring free speech and maintaining individual reputations, especially within Indian cyber law. This article delves into the intricacies of free speech, online defamation, and reputation management under the Indian legal system. Examining the existing legal provisions, judicial interpretations, and new trends in cybercrime, this study aims to ascertain the difficulties of law enforcement and policymakers in striking a balanced equation. It seeks to analyze the efficacy of the current legislation such as the Information Technology Act, 2000, and Section 66A, which have been pivotal in influencing India's approach towards cyber crimes. It also provides recommendations for strengthening the legal framework to better safeguard freedom of expression and the right of reputation in cyberspace.

Keywords: Free Speech ,Online Reputation, Challenges, India ,Cyber Law

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