

## protecting privacy :-

An ecommerce privacy policy is your everyday practice of collecting, managing, and using data from site visitors. What you do - not what you say - is most important. Comprehensive privacy practices are what government agencies and consumer protection groups require when setting and enforcing compliance.

Here are six steps ecommerce businesses can take place to create an effective privacy policy that can keep you, your visitors, and regulators happy.

- 1) Set clear Ownership
- 2) Review other Ecommerce privacy policy.
- 3) Audit your privacy practices
- 4) Write your privacy policy Statement.
- 5) Post and communicate.
- 6) Maintain and Update

Date.....

## • Ethical and public policy issues :-

### # Ethical issues :-

In general, many ethical and global issues of information technology apply to e-business. So, what are the issues particularly related to e-commerce? Let's list some of the ethical issues spawned with the growing field of e-commerce.

- 1) Web tracking
- 2) Privacy
- 3) Disintermediation and Reintermediation
- 4) Legal Issues
- 5) Fraud on the internet
- 6) Copyright
- 7) Domain names.

### # Public Policy issues :-

1. Information rights
2. Property rights

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3. Governance.

4. Public Safety and welfare.