

Ans 2

Privacy protection :-

Information Privacy is the

claim of individuals groups or institutes to determine for themselves when and to what extent information.

6 Step to an effective Ecommerce privacy policy :-

1. Set clear ownership
2. Review other ecommerce privacy policies
3. Audit your privacy practices
4. write your privacy policy statements.
5. post and communicate
6. maintain and update.

ethical issue:- A problem or situation that requires a person or organization to choose between alternatives that must be evaluated as right or wrong.

Public policy issue:- The major ethical, social and political issues that have developed around e-commerce.

Public issues many business firms and individual are benefited from the commercial development of the Internet but this development Information right be enforced in an internet where perfect copies of protected work can be made and easily distributed worldwide in second.