

Ques-2 →

Protecting → privacy →

→ An e-commerce 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.

6-steps * to * an * effective * protective * pri-

1. Set clear ownership
2. Review other E-commerce privacy policies
3. Audit your privacy practices
4. write your privacy policy statement
5. Post and communicate
6. Maintain and update.

Ethics, Social and political issues

→ The ethical, social and political issues raised in e-commerce, provide a framework for organize the issue and make recommendation for managers who are given the responsibility of operating e-commerce companies within commonly accepted standards of appropriateness.

→ Understanding ethical social and political issue in e-commerce internet and its uses on e-commerce have raised pervasive ethical, social and political issue on a scale of unprecedented for computer technology.

→ We live in an "information society" where power and wealth increasingly depend on information and knowledge as central assets.