

Privacy, how to protect your business in E-Commerce

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What Is Privacy?

- Around since the beginning of time
- Control over information relating to oneself
- Internet is changing who is getting access to the information



Differences Between Privacy and Security

- Cart Manager
 - “PRIVACY POLICY: It’s simple. We don’t sell, trade, or lend any information on our customers or visitors to anyone.”
 - Installed spyware in their cart software
 - Violated their privacy policy and inadvertently the websites who used the application.

Will privacy problems affect your business?

- Are you liable?
- Harm to reputation
- 80% of internet users are worried about how their information is used.

Current privacy protection techniques

- Human readable privacy policies
 - Time consuming to read
 - Literacy of average users is not sufficient
- Seals
 - Questionable quality
- P3P
 - Easy and fast to verify a site meets your preferences
 - P3P agents can show only important information to users when there are problems.
 - Still has some issues though

How does P3P work?



Percent of sites P3P Enabled

	Top 300 E-commerce	Forbes 500
Survey	21%	3.4%

Are these actually E-Commerce?

	Top 300 Ecommerce	Forbes 500
Survey	21.0%	3.4%
E-Commerce	23.7%	5.1%
% of websites that are E- Commerce	82.3%	15.6%

What about Popularity?

	Top 300 Ecommerce	Forbes 500
Survey	21.0%	3.4%
E-Commerce	23.7%	5.1%
Popular sites	30.4%	13.5%
% of websites that are popular	15.2%	15.3%

Why do these websites use P3P?

- Is it to increase trust?
- Is it because personal information is transferred?
- Is it for risk mitigation?

Known Problems with P3P

- User agents of Questionable quality
- Implied Consent
- Converting to P3P can be difficult.
- Few consumers know about P3P

Answers to the questions

- Is it to increase trust?
- Is it because personal information is transferred?
- Is it for risk mitigation?

Maximize Value Implementing P3P

- What level of risk mitigation do you desire?
- Will P3P reduce your liability?
- How privacy conscious are your customers?
- Do you advertise the privacy protection mechanisms you use?
- 18% of P3P documents have structural errors.