# 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?

Post any warnings

Web page request

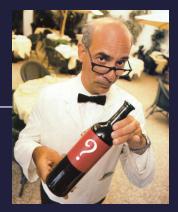


Display Page

P3P Agent



P3P document trepsiest



server

Webpage transfer request Web Browser



### Percent of sites P3P Enabled

	Top 300	Forbes
	E-commerce	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.