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CRITICAL ANALYSIS OF THE CONCEPT OF ONLINE PRIVACY WITH THE LENS OF CONSUMER PROTECTION ACT

□ Dr. Ajaiy Singh

ABSTRACT

Marketers have focused more and more on customer knowledge with the emergence of the marketing idea at the industrialization of several techniques for market orientation. This has resulted to huge quantities of customer information being collected for corporations. While most customers embrace their enhanced convenience and personalization, many are worried about how these tactics impact their privacy. The aim of the present paper is to gain insight into the basic idea of privacy and to evaluate and summaries consumer privacy literature and offer future guidelines for research, both to summarize and to broaden the knowledge of consumer privacy. Although it is easy to conceive of privacy as an industrialised contemporary issue, urbanisation and mechanisation are rooted in the need for personal privacy, not just in animal and primitive cultures. IT has been discovered to seek a balance between isolation and social contact between animals and humans. For people the way the sharing of personal information is typically controlled. In some kind of civilization, most people exist. However, societies differ in their degree that they balance the people' desire to monitor the divulgation of their private details with the necessity to monitor society properly.

Keywords : Privacy, Online Privacy, Consumer, Identity Theft, Privacy Protection, Right to Privacy

1. INTRODUCTION

The development of marketing from the direction of production to the orientation of the market, as illustrated by the marketing idea, has led to a tremendous rise in customer understanding. In order to offer value, it requires a huge amount of customer information. The widely used use of IT has enabled companies to respond to this demand for customer information by expanding the quantity and kind of information they gather considerably. While most customers are pleased that these varied marketing orientations give more convenience and personalisation, many people are worried about the acquisition, usage and protection of individual data. Given the significant rise in unwanted advertising, identity theft incidence, careless loss of customer information by companies, these worries are not entirely wrong. Major privacy issues are covered by three key areas for many consumers: notice, control and

security. First of all, many customers would like to be informed by companies about the acquisition and use of their personal data. Secondly, the consumer wants to believe that he or she controls the collecting and sharing of his or her private data with companies. Thirdly, most customers want assurances that their personal details is particularly secure for companies online. Although numerous legal, financial and technical solutions have been offered, protecting customer privacy is a continual worry and a tremendous task for businesses to address these concerns.

In an effort to comprehend these challenges, the study on consumer privacy seeks to define the notion of consumer privacy, explain consumer and corporate expectations of privacy and strategies and assess the extent to which companies provide appropriate protection of consumer privacy. This article is intended to investigate the basic notion of privacy, so that the realm of

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