*“In God we trust. All others must bring data.” – W. Edwards Deming*

There is a lot of discussion over customer privacy when they are tracked during online shopping. Some look at the creamy layer or other intrudes the depth of marketing. But, now instead of violating customer privacy, the companies analyse the behaviour of the customer and use the appropriate algorithms to help the customer to find the best product at a minimal cost. Now, every large organisation invests a large amount of time and efforts on data privacy issue and regulate them for the ease of customers.

The corporate organisation understands the customer privacy are an essential part of corporate security. Various sneaky research data tracking methods being used to gather consumer data are:

• **Cookies** help companies to track visitors and allow them to stay sign in.

• **Heatmaps** are used to understand the behaviour of the customers on the website, what exactly customers are clicking and searching out of the box. It is of two types of mouse tracking and eye tracking.

• **GPS Tracking** helps the company to locate your exact position or address to deliver you the best product in the nearby. It helps to get the right promotion offer sometimes which are very valuable.

• **Social Media** helps a very important role in the arena of digital life, it helps the companies to analyse the interest of the customer.

• **Referral** used to identify the relevant location or customer to boost up the company’s promotion at a particular location.

Three reasons why gathering consumer data can be to consumers’ benefit without affecting privacy when they are online are as follows:

1. **Personalization:** Data collection at its core is not malicious. Companies require data to make the shopping experience much better and deliver a useful product at minimal cost.
2. **Predictive analytics:** Analytics is crucial for all online retailers, regardless of size and volume but without analytics, it becomes tedious to sustain in the market.
3. **Dynamic Pricing:** People are looking for different and cheap price for the same product over the internet, it requires to collect data for comparing the product.
4. Other useful reasons are Supply chain visibility & Managing fraud.