**Privacy**

The definition of online privacy is the level of privacy protection an individual has while connected to the Internet. It covers the amount of online security available for personal and financial data, communications, and preferences.

**Formal Definition of Privacy on a Website:**

Privacy on a website refers to the protection of personal information that is collected, used, disclosed, and stored by a website or its third-party service providers. This personal information includes any data that can identify an individual, such as name, address, email, phone number, and financial information. Protecting privacy on a website involves compliance with data protection laws and regulations, as well as the implementation of technical and organizational measures to ensure that personal information is kept confidential, secure, and used only for lawful purposes.

Reasons for Ensuring Websites are Built with Privacy in Mind

Many countries have laws and regulations governing the collection, use, and disclosure of personal information. Non-compliance with these laws can result in severe penalties, including fines and reputational damage.

Website visitors expect their personal information to be treated with respect and kept confidential. Failure to protect personal information can lead to a loss of trust in the website and its owners.

Privacy breaches and data leaks can damage a company's reputation, leading to a loss of customers, revenue, and market share.

Good Privacy Websites:

DuckDuckGo: This search engine has built its business model around protecting user privacy. The site does not track user activity or store personal information, ensuring that users can search the web without fear of being monitored or tracked

ProtonMail: This email service provider uses end-to-end encryption to ensure that emails cannot be intercepted or read by anyone other than the sender and recipient. The site does not store user data, making it a popular choice for individuals and businesses concerned about data privacy.

Poor Privacy Websites:

Facebook: This social media site has been embroiled in several privacy scandals, including the Cambridge Analytica scandal, where millions of user profiles were harvested without user consent. Facebook has also been criticized for its data collection practices and lack of transparency around how user data is used and shared

Zoom: This video conferencing platform came under fire for its lack of end-to-end encryption and security vulnerabilities that allowed unauthorized access to user meetings. The site was also criticized for its data collection practices and lack of transparency around how user data is used and shared.