**1. Case Study – Confidentiality & Data Privacy**

In this world of marketing, e-commerce websites are also playing a vital role. People are looking to purchase products online as it is easy to access and make payments. In such cases, they need to provide relevant details to the online vendors for shopping from the website. Companies offering online services should ensure they have signed the confidentiality agreement called NDA. NDA is abbreviated as a Non-Disclosure Agreement that is usually signed between employees and employers, clients and vendors.

This agreement also comes into play when it comes to business partnerships with other companies for collaboration. When companies sign this agreement, the information collected from the public through forms and other mediums should not be disclosed. Let us take an organisation named XYZ, which offers online shopping services that collect user information when he or she signs up on the website. The data collected by the website involves information from several countries in the world that delivers products to the customers for the shopping made.

This data has sensitive information like age, gender, phone number, email id, location and even their credit or debit card details for making payments. With this being said, the customers are not aware of the disclosure of their information to the collaborating companies by XYZ organisation. Not only the companies in collaboration are receiving the data, but also other e-commerce companies to market their products to the public. The organisation has failed to keep up with policy conditions of data privacy and confidentiality.

The public is not aware of this information disclosure and hence are continuing to shop on that website. Due to this, many of them are receiving spam emails, phone calls and messages but are not aware of the reason behind the spam. If this issue breaks out, the organisation has to face severe outcomes and therefore is maintaining the information leak private.

**2. Justify**

Customers signing up for some service are getting spam mails and messages as the e-commerce services fail to maintain data privacy and confidentiality. As the public believes in the terms and conditions given by the websites while signing up, it makes them reliable on the companies.

The XYZ organisation, though have ensured to maintain confidentiality and data privacy to the customer’s personal information, they have failed to maintain it. Even though the company provides customer information to collaborating companies for the sake of marketing, it breaks the reliability among the public on the e-commerce website.

Any company or a service provider should ensure the customers feel safe when availing of their services but this is not the case of XYZ organisation.