## TITLE:

Optimization of E-commerce Platform based on Blockchain technology

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## **Abstract**

**E-Commerce has become more and more popular because of rich products, fast transactions, and free from time, locations, stores, and so on. However, the disclosure of personal data such as their IDs, addresses, and phone numbers has become a major concern for online activities. The current e-commerce model is at the crossroads of ownership and privacy. To address this, this article creates an enterprise protocol that uses smart personal contracts to protect privacy during the negotiation phase. This protocol allows contracting parties to conduct business without disclosing personal information such as identity, address, and phone number. Furthermore, we employ the zero-knowledge proof to ensure ownership.**