

**Abstract:** - The rising use of the internet and digital communications in the modern world necessitates the adoption of adequate safeguards to ensure online privacy. Internet users are increasingly worried about privacy issues, whether they are giving informed or uninformed consent. This suggests that online privacy should be guaranteed by both internet users and the companies who offer these services.

The majority of internet users now value anonymity when conversing online, in large part because the majority of websites today collect varied personal information for a variety of objectives, including marketing, surveys, and maintaining a database of website visitors. Strict electronic privacy rules and policies must be implemented through internet regulation in order to address the issue of web privacy. Due to the fact that users typically submit personal information voluntarily, privacy issues should be handled by website owners and users rather than the entire internet. This is because responsibility for privacy invasion and violation should lie with the individual user rather than the entire internet. This should go hand in hand with promoting moral internet behavior and dispelling the myth that internet privacy is impossible to obtain.

**References:** -

Brostek, Michael and Linda Libician. Internet Privacy: Agencies' Efforts to Implement OMB's Privacy Policy. New York: DIANE Publishing, 2001.