Week_7_pf

Reflect upon your E-commerce Online Store proposal, consider the following:

- Do current analytics methods address consumer privacy or is there room for improvement?

In our modern world, data is everything, a gasoline which flows in the pipes of the economy where privacy limits this flow.

Jaap Wieringa at el. described different data analytics functions and privacy as: "data collection, storage, verification, analytics, and dissemination of insights". Our problem resides on two folded benches, one side means - our customers could enjoy using data insights, get more valuable predictions and for example suggest actions to sell more goodies. On the other side - we have to protect this data. As Smith, Dinev, and Xu (2011) caution, no single concept of privacy exists, so we specify that for this study, privacy refers to information privacy, or access to individually identifiable personal data. The authors continue: "To prevent illegal, unauthorized uses of personal data, the GDPR requires specific efforts by firms and outlines consumers' rights over their personal data."

Currently we in our ecommerce use google analytics with default configuration settings. All consumer's data moves to Google's servers. As a result everything gathered about the customer, what products he looked at, ordered, from what IP, what device, what time etc stored on Google. Some policies require delete customer's data by demand. Currently we too far to be compliant with that.

- How would you address consumer privacy, while collecting data?

We should ask our customers if they want to share their collected data. They should understand the implications of data gathering, what we collect, where we store and what not.

Jaap Wieringa at el. Draw diagram of personal data responsibility
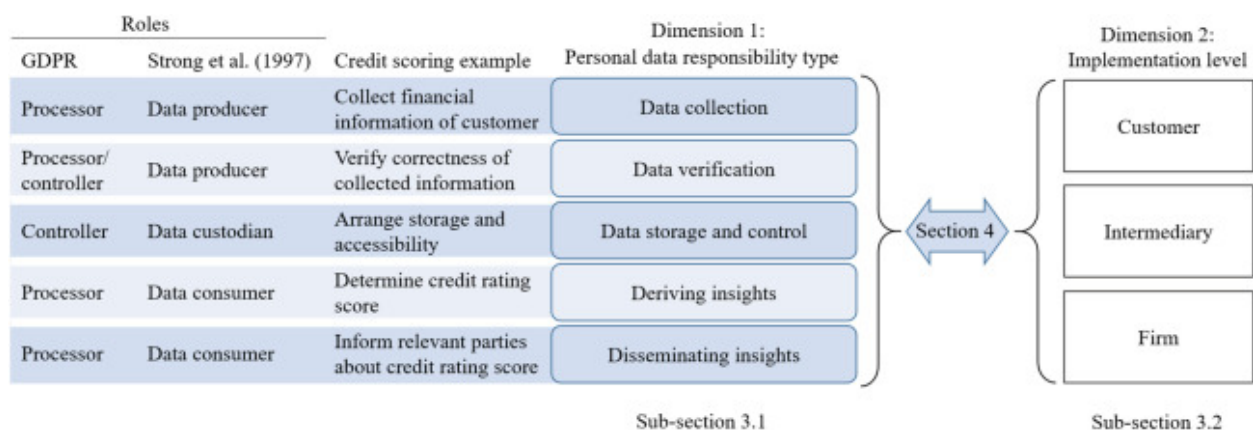
They defined five types of personal data responsibilities

Data responsibility type	Short description
Data collection	"Privacy by design" is in the chain of data gathering.
Data verification	"requires personal data to be processed lawfully, fairly, and in a transparent manner relative to the data subject."
Data custodian - data storage and control	"It involves a broad range of tasks, including organization, structuring, storage, disclosure by transmission, dissemination, restriction, erasure, and destruction of personal data."
Data analysis	Relating to data processor and data user rules.
Disseminating insights	"From a privacy perspective, this responsibility is especially crucial, because it explicitly involves sharing information with different parties. In a privacy-concerned world, this fifth responsibility links closely to the first responsibility."

Self reflection

Firstly, I started with reading and watching learning material. After that, I paused to digest all the information I've seen so far. Then I started to find and plan how to accomplish the tasks. From the discussion forum I understood I need to do research and write a summary of it. I found an article, which is 40 pages long. To finish, it takes time. So, I postponed this task. Then I came to the writing assignment, where I was also required to deeply insight the customer's head and look at our ecommerce site. As a result, I started with a portfolio, which is I guess a very interesting part of the entire work. Customer's data privacy is a very big topic, which has shown me how our web application is not "compliant" with best practices.

References:
1. Jaap Wieringa, 2021 Jun. Data analytics in privacy concerned world. https://www.sciencedirect.com/science/article/pii/S0148296319303078
2.