

SecureTech Amazon Compliance Audit

Privacy & Data Protection

Amazon's website has a privacy policy located at the bottom of the webpage, accessible by clicking on it. It has numerous pages detailing what data is collected, how it's collected, and why they collect data. Amazon does allow users to modify or delete their data. To delete data, users must choose to delete their account, and almost all of their data will be wiped from Amazon. This data includes but is not limited to, the customer's profile, reviews, orders, account credentials, and much more. Amazon provides several ways to opt in and out of data collection; however, many services might not work if the user chooses to opt-out. For many Amazon products, such as Fire tablets, users can opt out of numerous data collections, such as Amazon tracking the use of the product, use of third-party apps, and location-based services. This is similar to all of the services Amazon provides. Amazon allows users to block cookies; however, many essential services, such as ordering an item, will not work.

E-Commerce & Payment Security

Amazon does use HTTPS for secure communication. Along with this, Amazon recommends and allows users to use MFA, such as requiring a code sent by phone text before a user can log in. Amazon payment methods are secure and PCI/DSS compliant. This includes Visa, Amazon store cards, Discover Network, checking accounts, and more. The refund policy for Amazon is mostly clear. They give clear reasons as to why some items can or can't be refunded, such as perishables being non-refundable. They

also state the exact time items can be refunded, such as digital textbooks being refundable for 7 days after purchase.

Accessibility

Amazon has numerous accessibility features. For the visually impaired, they include screen readers, which use someone's voice for navigation. This allows the visually impaired to make purchases and place orders. Products with images allow the use of alt-text; however, it can be up to the product owner to include this. Amazon doesn't specifically have a color-blind mode, but most of the website is black on white, so it shouldn't be a big hindrance. However, for any product, those with color blindness might have trouble depicting what they are looking at.

Children's Privacy & Online Protections

Amazon doesn't specifically target users under 13, as it is required that children must be accompanied by a parent while on Amazon. However, Amazon has had issues complying with COPPA. Amazon keeps and saves children's data for an unknown amount of time while also denying parents' requests to delete such data, which violates COPPA (FTC and DOJ Charge Amazon). Amazon does require parental consent when collecting children's data; however, this isn't always made clear to the parent. They don't outline how long the children's data will be collected.

General Website Legal Requirements

Amazon's terms of service aren't displayed clearly, and it can be difficult to find them without directly searching for them. Contact details are clearly shown on Amazon,

and in addition, each business present on Amazon is clearly shown. Also, you can easily report security problems or vulnerabilities directly to Amazon.

Recommendations:

1. Amazon needs to have a clearer policy for collecting children's data and must state/act on not permanently storing a child's data.
2. They should have more accessibility features for those with color blindness issues.
3. They should reduce the length of their policies and focus on broader and easier-to-understand statements so the average consumer can better understand how they collect data.

Final Review:

Due to our business not targeting children, I believe SecureTech should continue its professional relationship with the website.

Works Cited

Amazon.com privacy notice - amazon customer service. (n.d.).

<https://www.amazon.com/gp/help/customer/display.html?nodeId=GX7NJQ4ZB8MHFRNJ>

Nguyen, S. T. (2024, August 20). *FTC and DOJ charge Amazon with violating children's privacy law by keeping kids' alexa voice recordings forever and undermining parents' deletion requests*. Federal Trade Commission.

<https://www.ftc.gov/news-events/news/press-releases/2023/05/ftc-doj-charge-amazon-violating-childrens-privacy-law-keeping-kids-alexa-voice-recordings-forever>