***Title:*** ***Data Privacy and Awareness: A Study on Data privacy and Awareness Among Users of e-Commerce Platform in Bangladesh***

**Abstracts:**

This report aims to investigate data privacy awareness and concerns among users of e-commerce platforms in Bangladesh. The study involved surveying 56 participants using multiple-choice questions to evaluate their knowledge and behaviors regarding data collection during online purchases. A Google Form was used as the data collection tool. Results from the survey show that 71.4% of respondents are aware their personal data is collected. However, 35.7% have never read any privacy policy, mainly due to complexity and length. Furthermore, 37.5% expressed concern about data misuse, and 25% reported experiencing or suspecting a privacy breach. The study highlights the importance of increasing user awareness and implementing clearer data protection practices on Bangladeshi e-commerce platforms.

This study explores data privacy and awareness among users of e-commerce platforms in Bangladesh. A total of 56 respondents participated in the survey, conducted via Google Forms, using multiple-choice questions to evaluate users' knowledge and concerns about personal data collection and usage. Results show that 71.4% of respondents are aware that e-commerce platforms collect their personal data during online purchases. However, 35.7% admitted to never reading privacy policies, and 44.6% found such policies too technical to understand. Additionally, a large number of participants (71.4%) believe platforms collect data such as name, phone number, email, and delivery address. Regarding privacy concerns, 37.5% were somewhat concerned, and 35.7% were neutral about data misuse. About 25% of users reported having experienced or suspected data misuse, yet 22% did nothing in response. The findings highlight a significant gap in user awareness and engagement with data privacy practices, emphasizing the need for clearer privacy communication and stronger regulations to protect consumer information in the Bangladeshi e-commerce landscape.

**Keywords: E-commerce; Data Privacy; Data Awareness.**

**Introduction:**

1. **Background and Context**

The rapid growth of e-commerce has revolutionized the way businesses and consumers interact, leading to the digitalization of global trade and the establishment of virtual marketplaces [1]-[3]. Online shopping has become an essential part of modern commerce, offering consumers the convenience of purchasing goods and services from anywhere in the world. According to the latest global statistics, e-commerce has seen exponential growth, with the global retail e-commerce sales expected to surpass $7 trillion by 2025.

However, there are issues with this rapid expansion as well, particularly with data privacy. Personal data such as names, addresses, and bank account information are gathered by online retailers. Inadequate protection of this data makes it vulnerable to theft and exploitation [4], [5]  
Many people are not entirely aware of how their data is used or how to protect it. According to a survey, even though many people are aware of the hazards, they still fail to take adequate precautions to safeguard their personal information [6]. Therefore, it's critical that consumers and businesses understand and take seriously online privacy.

**B. Review of Existing Work**  
In recent years, concerns over data privacy in e-commerce have intensified, especially as online transactions become more frequent and data collection practices more invasive. Studies have shown that consumers often lack awareness of how their personal information is collected, stored, and used by e-commerce platforms [6]. Research conducted in South Asia revealed that many websites do not follow transparent data policies, increasing the risk of misuse [7]. Furthermore, despite users’ growing concern over privacy, a significant portion rarely reads privacy policies or understands the legal implications [8]. These findings underscore the need for enhanced transparency, user education, and stronger data protection regulations in the digital marketplace.

**C. Research Gap**

While numerous studies have examined data privacy issues in the context of global e-commerce, there is limited research focused specifically on user awareness and privacy concerns within the Bangladeshi e-commerce landscape. Existing literature often emphasizes technical solutions for data protection or focuses on broader cybersecurity frameworks. However, there is a lack of empirical evidence on how Bangladeshi users perceive data privacy, their understanding of privacy policies, and their behavior when sharing personal information online. Moreover, user-level awareness, emotional response to privacy threats, and practical engagement with data protection practices remain underexplored. This study seeks to fill this gap by focusing on the knowledge, perceptions, and attitudes of e-commerce users in Bangladesh regarding personal data privacy.

Although many studies have been done on data privacy in e-commerce around the world, very few focus on users in Bangladesh. Most of the research talks about technical security systems, but not about how much users understand or care about their personal information. In Bangladesh, many people use e-commerce apps without knowing what data they are sharing or how it can be misused. Also, very little is known about whether users actually read the privacy policies or how they feel about data protection. This creates a clear research gap. So, this study will help fill that gap by focusing on the awareness, behavior, and concerns of Bangladeshi e-commerce users.

**D. Research Objectives**

This study aims to investigate data privacy concerns and awareness levels among users of e-commerce platforms in Bangladesh by focusing on the following objectives:

* To assess the level of awareness among Bangladeshi e-commerce users regarding the personal data collected during online transactions.
* To examine how well users understand and engage with the privacy policies provided by e-commerce platforms in Bangladesh.
* To identify the types of personal data most commonly shared by users on Bangladeshi e-commerce platforms.
* To explore users’ perceptions and concerns about the risks of data theft or misuse during online shopping.

This paper aims to examine what factors influence e- commerce app users' awareness of personal data leakage, include users' responses to online privacy/personal data leakage issues among Bangladesh e-commerce users.

**E. Overview**

This study explores data privacy awareness among users of e-commerce platforms in Bangladesh. As online shopping grows, users often share personal information without fully understanding how it is used or protected. The research aims to assess how aware users are of privacy risks, their behavior regarding privacy policies, and their concerns about data misuse. By focusing on Bangladeshi consumers, the study highlights key gaps in awareness and the need for better privacy education and practices.