

**AMERICAN INTERNATIONAL UNIVERSITY–BANGLADESH (AIUB)**

**Spring 2024-25**

**BUSINESS COMMUNICATION [FST/FE] [K]**

**REPORT**

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

* ***Research Aims/ Questions:***
* *What is the level of awareness among Bangladeshi e-commerce users about the personal data collected during online purchases?*
* *To what extent do users read and understand the privacy policies of e-commerce platforms in Bangladesh?*
* *What type of personal data are commonly shared by user on e-commerce platforms in Bangladesh?*
* *4. How do users feel about the danger of their data being stolen or misused on online shopping websites?*

***Survey Questions:***

**Demographic Information**

1. **Your Age:**

* 18–22
* 23–26
* 27–30
* 31–35
* Above 35

1. **Your Gender:**

* Male
* Female
* Other
* Prefer not to say

1. **Your Educational Background:**

* SSC / HSC
* Diploma
* Undergraduate
* Graduate or higher

**Data Collection Awareness**

1. **Are you aware that e-commerce platforms collect and store your personal data during online purchases?**

* Yes
* No
* Not sure

1. **Which of the following data do you believe are collected when you shop online?** *(Select all that apply)*

* Name
* Phone Number
* Email Address
* Delivery Address
* Payment Information
* Browsing History

1. **To what extent do you agree: “I know what kind of personal information is collected by e-commerce sites I use.”**

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

**Privacy Policy Awareness**

1. **Have you ever read the privacy policy of any e-commerce platform?**

* Yes, fully
* Skimmed it
* Never read it

1. **To what extent do you agree: “Privacy policies on Bangladeshi e-commerce sites are easy to understand.”**

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. **If you don’t read privacy policies, what is the main reason?**

* Too long to read
* Too technical or hard to understand
* I trust the platform
* I don’t think it’s important

**Personal Data Sharing Habits**

1. **What types of personal data do you typically share when using e-commerce websites?** *(Select all that apply)*

* Name
* Mobile Number
* Email
* Address
* NID/Birth Certificate
* Payment Information
* Others: \_\_\_\_\_\_\_\_\_\_

1. **How often do you check what data an e-commerce site is requesting before placing an order?**

* Always
* Often
* Sometimes
* Rarely
* Never

1. **To what extent do you agree: “I share only the minimum required data when shopping online.”**

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

**Data Privacy Concerns**

1. **How concerned are you about your personal data being misused by e-commerce platforms?**

* Very Concerned
* Somewhat Concerned
* Neutral
* Slightly Concerned
* Not Concerned at all

1. **To what extent do you agree: “I avoid using platforms I do not trust with my personal data.”**

* Strongly Agree
* Agree
* Neutral
* Disagree
* Strongly Disagree

1. **Have you ever experienced or suspected your data was misused by an e-commerce site?**

* Yes
* No
* Not sure

1. **If yes, how did you respond?**

* Reported it to the platform
* Stopped using the site
* Changed my password/info
* Did nothing
* Not applicable

1. **Would you support regulations that force all e-commerce platforms to clearly inform users how their data is used?**

* Yes
* No
* Maybe