

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

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

**REPORT**

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

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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:***

*1.* *What is the level of awareness among Bangladeshi e-commerce users regarding data privacy?*

*2.What demographic factors (age, education level, occupation, etc.) influence data privacy awareness among Bangladeshi users?*

*3.* *What types of personal data are commonly shared by users on e-commerce platforms in Bangladesh?*

*4.* *How do Bangladeshi users compare to users from other countries in terms of e-commerce data privacy awareness?*

*5.* *How do users perceive the risks associated with data breaches or misuse on e-commerce platforms?*

***Survey Questions:***

1. Your Age \*

18-20

21-22

23-24

25-26

27-28

Above 28

1. Your Gender \*

Male

Female

Others

1. Your Educational Background:

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

-Other

4. Your Occupation:  
 - Student  
 - Job holder  
 - Business  
 - Freelancer  
 - Other

E-Commerce Usage Behavior

6. How often do you shop online?  
- Very Frequently (weekly)  
- Frequently (monthly)  
- Occasionally  
- Rarely  
- Never

7. Which platforms do you use most for online shopping? (Select all that apply)  
- Daraz  
- Pickaboo  
- Rokomari  
- Facebook Marketplace  
- Other:

8. What types of personal data have you shared on e-commerce platforms? (Select all that apply)  
- Name  
- Mobile number  
- Email  
- Home address  
- Payment information  
- National ID

## Data Privacy Awareness

9. Are you aware that e-commerce sites collect and store your personal data?  
- Yes  
- No  
- Not Sure

10. Have you ever read the privacy policy of any e-commerce site?  
- Yes  
- No  
- Skimmed it

11. To what extent do you agree: “I understand what information is collected about me when I use e-commerce websites.”  
- Strongly Agree  
- Agree  
- Neutral  
- Disagree  
- Strongly Disagree

12. To what extent do you agree: “I am concerned about how my personal information is handled by e-commerce websites.”  
- Strongly Agree  
- Agree  
- Neutral  
- Disagree  
- Strongly Disagree

13. Do you believe Bangladeshi e-commerce platforms are transparent about data usage?  
- Yes  
- No  
- Not Sure

## Trust, Behavior & Experience

14. To what extent do you agree: “I trust the e-commerce sites I use with my personal data.”  
- Strongly Agree  
- Agree  
- Neutral  
- Disagree  
- Strongly Disagree

15. Would you avoid using an e-commerce platform if it didn’t have a visible privacy policy?  
- Yes  
- No  
- Maybe

16. Have you ever faced issues related to data misuse or online fraud from an e-commerce platform?  
- Yes  
- No  
- Not Sure

17. If yes, did it change your behavior when shopping online?  
- Yes, I became more careful  
- No change  
- I stopped using that platform  
- Not applicable

18. Do you limit the amount of personal information you share online because of privacy concerns?  
- Always  
- Often  
- Sometimes  
- Rarely  
- Never

## Improving Privacy Awareness

19. What sources do you rely on for understanding data privacy? (Select all that apply)  
- Social Media  
- News/Articles  
- Educational Institutions  
- Peers  
- I don’t seek this information

20. Would you support mandatory privacy awareness prompts before using e-commerce apps in Bangladesh?  
- Yes  
- No  
- Not Sure