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

**Abstracts:**The increasing reliance on e-commerce platforms in Bangladesh has led to growing concerns over personal data privacy among users. As online shopping becomes more embedded in daily life, users are unknowingly exposing sensitive information such as names, contact details, payment data, and even identity documents. This study explores the current level of awareness regarding data collection practices and privacy policies among e-commerce users in Bangladesh. Through a structured survey, the research assesses user behavior, perception of data misuse, and willingness to support regulatory measures. Findings suggest that while a majority of users are aware that their data is being collected, very few fully understand or engage with privacy policies. Many respondents admit to rarely checking the data requested by platforms, and only a small fraction take action when misuse is suspected. A significant portion of users share more personal information than necessary, driven by either trust in platforms or a lack of awareness. Despite these gaps, there is strong support for clearer regulations and more transparent data usage policies. This study highlights the urgent need for privacy education, simplified policies, and stronger enforcement mechanisms to protect user data in the evolving digital commerce landscape of Bangladesh.

**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.

**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**

**A B S T R A C T  
The use of e-commerce platforms is growing quickly in Bangladesh, making online shopping easier and more common. However, this also brings serious concerns about the privacy and safety of personal data. Many users are not fully aware of the types of personal information—such as name, phone number, address, and payment details—that are being collected by e-commerce sites. This study aims to understand how aware users are about data collection, how often they read privacy policies, and how concerned they are about data misuse. A survey was conducted among people of different ages and educational backgrounds. The results show that while most users know that e-commerce sites collect data, only a few take the time to read or understand the privacy policies. Many people share more personal data than necessary, often without checking what is being asked. Although users worry about their data being misused, very few take action when problems happen. Most people support having clear rules and better communication from companies about how user data is handled. This study highlights the need for better awareness, simpler privacy policies, and stronger rules to protect users of e-commerce platforms in Bangladesh.**