***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.**

**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.**