

# Consumer Data Privacy and Security in E-Commerce

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**Abstract:** *Study on consumer data privacy in e-commerce encompasses a comprehensive analysis of consumer behaviors, attitudes, and awareness regarding data privacy in the digital shopping domain. The research utilizes a dataset that reflects a wide demographic range, covering various ages, genders, and occupations. Key findings reveal diverse online shopping frequencies, varying levels of awareness and concern about data privacy, experiences with data breaches, and differing degrees of trust in online shopping platforms. The study highlights the significant prevalence of data privacy concerns among consumers and underscores the critical need for stringent data protection policies. This research provides valuable insights into the current landscape of consumer data privacy, emphasizing the imperative for e-commerce platforms to prioritize and reinforce data security to maintain consumer trust and ensure a safe online shopping environment*

**Keywords:** Consumers