

Protecting Information Privacy

Abstract

Privacy is becoming the very important issue of consumers in internet era. Compliance with Privacy Act of 1974 and its extension are really very difficult and complex. The line between legal issues and copyright is not clear. Te privacy means different things to different persons. Privacy is mainly the right to be left alone and right to free from any kind of disturbance from others.

The certain questions come into mind while we think about privacy:

1. What information we want to reveal to others?
2. What kind of investigation can an employer use for its employees?
3. What information of individuals is stored in databases and how secure this information is?
4. What information individuals can keep to themselves and should not reveal to others?

Keywords: Consumers, Complexity of Collecting.

Introduction

Privacy is a very legal and social issue in world now. The Complexity of collecting, sorting, filing, organizing and accessing the information manually is very difficult. A built-in-protection against misuse of private information is done in various agencies. The power of system that can access very huge amount of data can be used for society. By matching the record with the help of computer application, we can eliminate the fraud, or mismanagement etc. This is also a very important question that what govt. should do, so that loss of privacy can be minimized. Online business firms are gathering and using the demographic information of users, including personal data and credit card no etc. Due to fear of this many consumers do not shop online.

What are the Means of Collecting Private Information?

1. With the help of Internet Directory
2. By Reading Newspaper Post
3. By Making your Browser Record Information about you
4. Recording the information of your Browser
5. Reading your e-mail
6. Reading about you in social networking sites
7. Website Self-Registartion

Privacy Protection

The organizations are very concerned now a days that how the information should be collected and used, maintaining the privacy protection practices. These can be done by many ways:

Consent

Consumers should be made ware about choices available about how their personal information may be used as well as any potential users of secondary data/information. The information about opt-out clauses should be given, no option is better than consent from the user.

Access

Users/Consumers should be able to access their personal information and challenge the authenticity and validity of data.

Security

The assurance should be given to consumers that their data is secure. The collector of data should take prior precautions in collecting the data. The data should be protected from loss, unauthorized access and fraud etc.

Redressal

The must always be method of redressal and remedies should be provided. The government interventions for govt. organizations and self-regulatory principles for private companies should be followed.

Awareness

Users/Consumers must be prior given notice for collection of all the information. The consumers should be able to take decision about disclosure of personal information up to what extent.

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Suggestions for Protection of Privacy

There are some suggestions for protection of privacy

1. Always ask your employer about privacy policies
2. Your Mail should be re-route away from your office
3. Always track the use of your name
4. Use Encryption Methods for passing the information
5. Do not use Cookies
6. While Browsing, use of anonymiser is required
7. Always keep your newsgroup post out of the archives
8. Critically think before giving any personal information to different websites

Seller's Protection

Generally the internet makes fraud by customers, because of ease of anonymity. Sellers must be protected by these things:

1. Customers downloading copyrighted software or knowledge and selling it to others
2. They should be properly paid for their products and services
3. Use of their names by other sellers/vendors
4. Dealing with the customers, that deny after placing the order

Consumer's Protection

Consumer's protection is critical for success of business. Especially in e-commerce.

1. Always shop from reliable brands
2. Search any unfamiliar brands in detail. Call the buyer and enquire about authenticity
3. Always enquire how secure the seller's website is?
4. Examine money-back policies, guarantees etc.
5. Do not forget that consumer protection act is there to help you always.

6. Check, what you can do in case of dispute
7. Compare prices with regular stores.

Authentication

In online transactions buyer and seller do not see each other. Sometimes the videoconferencing is done just to check the authenticity of the seller/buyer verification.

If, The identity of person can be assured on the other end. Then these facilities can be developed:

1. Students can give examinations in absence of supervisors
2. Fraud recipient of govt. payment may be detected.
3. Buyers will be assured about sellers, sellers will be assured about buyers
4. Arrangements of authorized person in companies can be made.
5. Interviews for employment, marriages and other applications can be made.

With the wide spread use of internet the privacy becomes more critical. The various laws should be framed against buyers as well as sellers regarding this issue. The legal complications should not creep in, if the laws will be clear and enforced by the concerned government.

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