

Protecting Privacy and Data Security in Online Business

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Abstract : With the exponential growth of the online business, the threat to consumers' privacy and data security has become a serious challenge. This literature review-based study focuses on a better understanding of those threats and what legislative measures have been taken to address those challenges. Research shows that people are increasingly involved in online business using different digital devices and platforms, although this practice varies based on age groups. The threat to consumers' privacy and data security is a serious hindrance in developing trust among consumers in online businesses. There are some legislative measures taken at the federal and state level to protect consumers' privacy and data security. The study was based on an extensive review of current literature on protecting consumers' privacy and data security and legislative measures that have been taken.

Keywords : privacy, data security, legislation, online business

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