

## Privacy policy preference (P3P) in e-commerce: key for improvement

### Abstract :

E-commerce is one of the mediums being used for online business via internet. Buying, selling and exchanging information are examples of activities conducted in e-commerce. In order to use e-commerce, some private information must be revealed by the customer. At this point, privacy policy plays the role in preventing unauthorized access to the user's private information. This study will investigate the concept of a privacy policy and the role of a platform for privacy policy preference (P3P) in e-commerce. This paper suggest some key improvements that should be included in privacy policy statements based on P3P and end with suggestions for future work.