

## **ABSTRACT**

Rapid adoption of internet, information & communication technology has grown to popularity and recognition in every aspect of human life. While on one side the dawn of information technology has contributed ease in human communication with ensured social, political, economic and technological advancement and growth at global platform, on other, it has created some tribulations too in the form of cyber crimes, violation of individual privacy, spoofing, data theft and alike. Out of all these inconvenience, the risk of the loss of the data privacy in e-commerce transactions seems to be of utmost concern as i. considerable amount of information like name, address, credit card details, etc. is given for the completion of transactions; ii. the collected personal data is processed by the company concerned and is usually non-traceable to data subject; iii. some information can help in easy identification of individual (PII); iv. unwarranted third party can easily access and extract the data; v. technological software like cookies, trojan, web bugs, etc. may lead to unauthorized collection of personal data; and vi. massive computerized database may result in violation of data privacy in e-commerce transactions. This unwanted disclosure and infringement of personal information may be detrimental to the interest of individuals in the competitive situations or put them in embarrassing situations by disclosure of some sensitive personal information at societal level. Privacy protection being imperative in civilized society, in such an era consensual and non-consensual collection, storage, transfer and easy invasion of personal information by the e-commerce companies is raising individual privacy concern in e-commerce transactions. The enhanced privacy concern tends to diminish individuals' trust in the conduct of e-commerce transactions. This is likely to affect the growth of e-commerce transactions. At global level, certain factors have been identified for creating a balance between protection of data privacy and inclusive growth of e-commerce at parity. The inclusion of these principles in legal protection for data privacy can create a balanced model of data protection laws in information technology era. An adequate legal protection of personal data in e-commerce will diminish individuals' privacy concern, which has hitherto been recognized as a devastating factor for individuals' trust and spirit in conducting e-commerce transactions. Such an effective legal protection can go a long way towards controlling consumers' privacy concern and reinstating consumer's trust in e-commerce transactions; facilitating thereby the inclusive growth of e-commerce

**Key Words: Legal Protection, Data Privacy, E-commerce, Privacy Concern, Trust, Growth**