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Written Exercise – Chapter 7

Use your favorite Web search engine to obtain a list of Web pages that include the words “privacy statement.” Visit the Web pages on the search results list until you find a page that includes the text of a privacy statement. Print the page and turn it in with a report of about 200 words in which you answer the following questions:

https://www.amazon.com/gp/help/customer/display.html?nodeId=GX7NJQ4ZB8MHFRNJ#GUID-8966E75F-9B92-4A2B-BFD5-967D57513A40_SECTION_D17374D6EE5B4077946965351E11175C

Does the site follow an opt-in or opt-out policy (or is the policy not stated clearly in the privacy statement)?

Amazon’s privacy policy states in bold at the beginning paragraph **“By using Amazon Services, you are consenting to the practices described in this Privacy Notice”** (Amazon.com). There are no options to opt-in or opt-out, due to the U.S state laws as described in Amazon’s privacy notice they automatically advise using their service consents to obtaining information. Amazon uses cookies and collects data based on the products you interact with and use. They also advise that they are allowed to have cameras in physical stores to track your use within their business too.

Does the privacy statement include a specific provision or provisions regarding the collection of information from children?

There is a short section that relates to the product use from Children when shopping on Amazon. They state “We do not knowingly collect personal information from children under the age of 13 without the consent of the child’s parent or guardian” (Amazon.com). Amazon does also advise that they do not inherently sell products to those under 18 unless there is involvement of a legal adult. This is a safety mechanism for minors amongst their users. They have another link to more information based on Children Privacy notice:

<https://www.amazon.com/gp/help/customer/display.html?nodeId=202185560>

They do use children information with consent from adults to also aid in their products advancement and improvement just like any other user. There are many details that voice, photo, comment, and personal information can be collected but are advised that this is not stored without the parental consent directly given.

Does the privacy statement describe what happens to the collected personal information if the company goes out of business or is sold to another company? (List these provisions, if any.)

There are unfortunately no sections within the privacy notice that advise where the collected data goes if they are out of business. Amazon is an extremely large company that has been active and growing since 1994, it is highly unlikely at this time that the business will close. They are one of the top online sellers, majority of people all know about it. Perhaps if the business starts to head downhill their privacy notice may change, but there are no notes at this time of their procedure.

Close your report with one paragraph in which you evaluate the overall clarity of the privacy statement.

Amazon's privacy statement is quite descriptive amongst various topics. There are 13 different sections in the main privacy notice, and there are separate links to research further information straight from them as well. Amazon discloses very clearly that they obtain personal information and what you can do to protect yourself and your children. By using their services, you are automatically consenting to data being collected. They use this information to not only better their products, but aid in personal curated ads too. There are clear statements of where data can go, what is received, the connection between U.S laws to the policy, related information, and more.

https://www.amazon.com/gp/help/customer/display.html?nodeId=GX7NJQ4ZB8MHFRNJ#GUID-8966E75F-9B92-4A2B-BFD5-967D57513A40_SECTION_D17374D6EE5B4077946965351E11175C