

I reviewed Amazon's Privacy Notice, which explains how the company collects and uses personal information. The notice does not clarify if they follow an opt-in or opt-out policy. Nonetheless, their policy grants individuals a degree of control over their information by enabling them to select which data is gathered and modify their privacy settings regarding what information they wish to share and what they prefer not to share. In simple terms, it does not label it as opt-in or opt-out. In privacy policy the notice does not address how they collect information from children besides any kind of fraud or IP Address validation to ensure if the account is being operated by the owner or its being hack. While it claims to collect standard details like names, addresses, and payment information, it fails to reference any specific regulations or protections for children's data. Additionally, the notice does not address how Amazon will manage personal information if it is sold or experiences any other alterations and also if the product is pending in the amazon delivery or if the vendor has their stock how will it affect them. The notice mainly addresses how Amazon utilizes and shares data with its partners; however, it does not indicate what will occur with the data if there are major business changes. The Privacy Notice is usually straight forward to read and understand, but it misses some important information, including how children's data is safeguarded and what occurs with personal data if Amazon is sold out by another company. It will be very easy to understand in point of the users, if they would have a clearer understanding of how their data is truly utilized if such information were provided.

<https://www.amazon.com/gp/help/customer/display.html?nodeId=GX7NJQ4ZB8MHFRNJ>

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