The next higher categories of participants were from professional level containing 28% and 14% of the participants were belongs to academia and research. Just 20% of the participants were commercial and local business community. We have asked a question of familiarity with privacy policy from our participants and we have got some confusing answers as shown in fig 3.
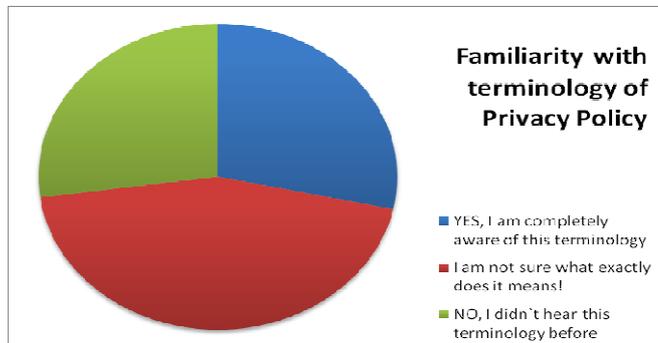

Fig 3. Response of participants over privacy policy

The majority of the respondents, which is 36%, are not familiar or not sure what this terminology actually means what concept is behind in privacy policy. 23% of the respondents know exactly what it is and how it works whenever they subscribe themselves to a service provider. Lastly, 22% of the respondents have never heard this term before and may be they have no idea about the terminology of privacy policy. The result in fig 4 shows out almost 50% of the common users has no interest to read the privacy policy whenever they became a new subscriber of a service provider.
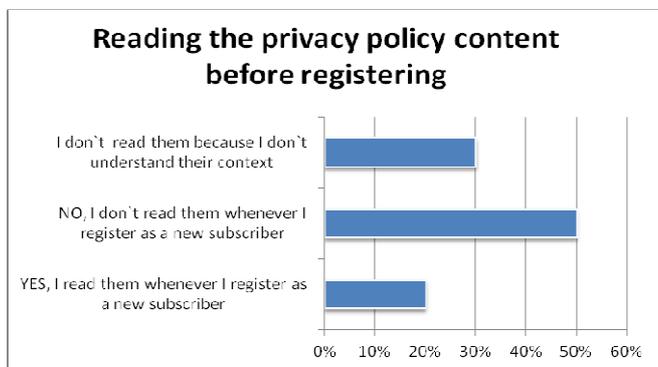

Fig 4. Response of reading the policy content

Around 30% of the respondents don`t read the context because they don`t understand them or has no time to read the policy before getting registered. Only 20% of the respondents have voted that they read the contents of the privacy policy when they are registered as a new subscriber.
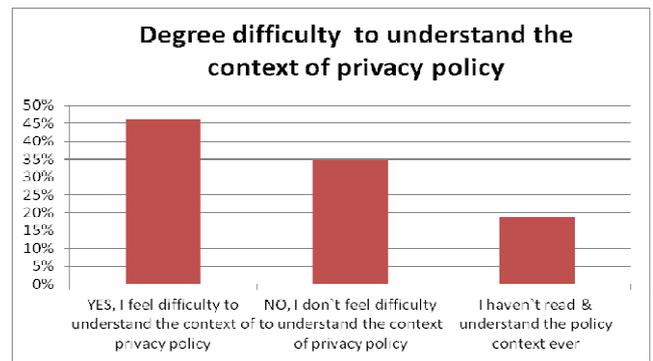

Fig 5. Level of difficulty in policy contents

The basic purpose of this question was to analyze how important a privacy policy for a subscriber, whenever they register and give their personal information to the service provider. In this question we have asked from our survey participants how difficult they feel when they read the policy content. By looking at fig 5, shockingly majority (46%) of the total respondents are feeling problem in understanding the content of the privacy policy. 19% of the respondents have informed us that they have not ever read & understand the privacy context before using the services. Lastly, just 35% of the respondents do not feel any difficulty in understanding the context of the privacy policy.
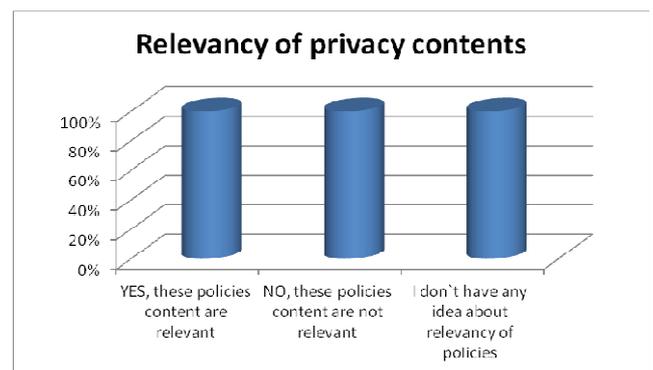

Fig 6. Relevance of privacy contents as a subscriber

In fig 6 about how relevant are the privacy policy contents from a common user point of view, almost 42% of the respondents agreed that they are not at all relevant from them. Around 30% of the respondents says that policy contents are useful whenever they registered and relevant for them. Finally we can see that round about 28% of the survey respondents has no any idea about the relevancy of these privacy policies from the subscriber point of view.
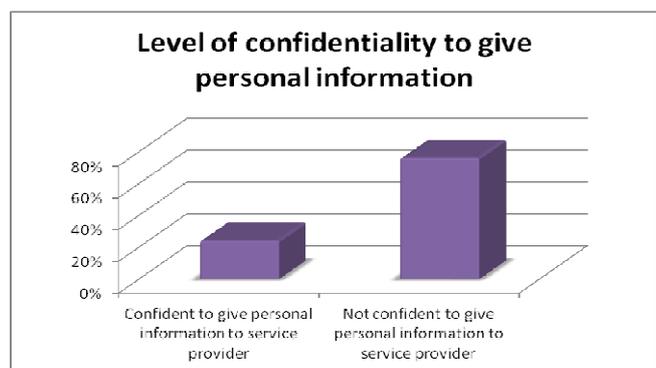

Fig 7. Level of confidentiality of personal information

We have asked from our participants to what extent they are confident enough to give their personal information to a service provider. We analyzed the results as shown in fig 7 that 81 percent of the respondents are not confident to give their personal information to the service provider and just 19% of the respondents are confident to give their personal information to the service provider. Finally, we have asked from our participants that whether they are aware whenever their service operator amends the privacy policy on website or on any other platform of communication.
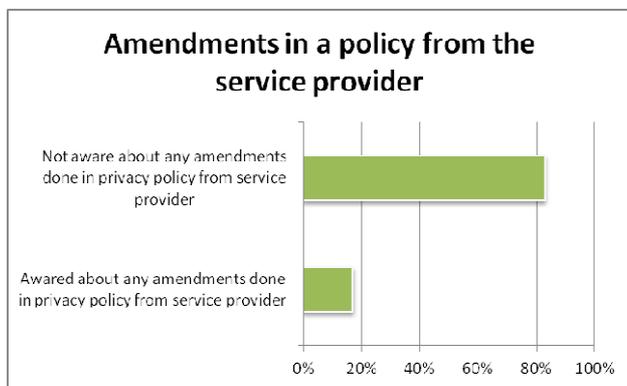

Fig 8. Response of amendment of policy contents

The results are given in fig 8. It was shocking that majority of the respondents (81%) are not aware when there is any amendments performed by their service provider. According to our research survey just 19% of the respondents are aware when there are any amendments from the service provider.

V. CONCLUSIONS

As seen from our evaluations, future approaches to alternative ways of presenting privacy policy are quite limited. While the idea of a unified policy and regulation on the topic of privacy and is unlikely to ever happen. The development of data protection laws throughout the globe is promising, and could create a better foundation of taking the user into confidence, and creating innovative ways of presenting privacy policies in the future. There have, however, emerged several interesting topics regarding privacy policies through this online web survey, and especially the different aspects that defines user confidence in sharing online information seems fruitful to base future research on. Further analysis in modifying the version of privacy seals could also be interesting to investigate further. Being a self-regulatory approach, the idea of how this approach could effectively work in the context of defined legislation can be a positive aspect for further study.

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