

Consumer Rights and Online Safety: Cybersecurity and Data Privacy for household Women.

Yusuf Khan¹

Research Scholar

Dr. Syed Asghar Raza²

Assistant Professor

Mangalayatan University Aligarh U.P.

Email: YUSUF786980@gmail.com

Abstract

This abstract examines the important relationship between online safety and consumer rights, with a particular emphasis on cybersecurity and data privacy for women in domestic environment. Women at home are particularly vulnerable to online risks as digital technologies become more and more integrated into daily life for communication, business, and leisure. The application of current consumer rights frameworks in the digital realm is examined in this article, with a focus on possible shortcomings in addressing gender-specific online dangers.

It looks into common cybersecurity risks seen in homes, such as malware, social engineering, phishing, and improper use of linked equipment. It also examines the data privacy issues that women in the home confront, including the hazards of data breaches and spying as well as the gathering and possible misuse of personal data by internet providers.

The abstract highlights the importance of raising awareness of digital consumer rights and equipping women with the information and abilities to protect themselves online. It promotes focused training materials, easily accessible security procedures, and more robust legislative safeguards that take into account the particular internet threats faced by women in domestic settings. In order to promote a safe and fair digital experience for women at home, this paper ultimately makes the case for an all-encompassing strategy that combines strong cybersecurity and data privacy safeguards with protection of consumer rights.

Keywords: - Consumer Rights, Online Safety, Cybersecurity, Data Privacy for household Women.

Introduction

By using cybersecurity and data privacy policies, household women can improve their online safety and safeguard their consumer rights. This entails creating strong, one-of-a-kind passwords, turning on two-factor authentication, being alert to phishing efforts, and updating software frequently. Being careful about what information is provided and refraining from sharing more than is required to protect personal information online.

Our lives have been drastically changed by the digital revolution, which has made a multitude of information accessible to us along with ease and connectivity. This digital environment presents Indian housewives with previously unheard-of chances for education, communication, business, and leisure. But these advantages come with serious drawbacks in terms of data privacy, cybersecurity, online safety, and consumer rights.

home women are more susceptible to a variety of online hazards since they are active participants in the online world, whether they are utilizing social media, e-commerce, online services, or digitally managing home finances. These hazards include identity theft, internet fraud, cyberbullying, unethical business practices, misleading advertising, and abuse of their personal information.

Household women must be aware of their 'consumer rights, in the online sphere in order to make wise decisions, file complaints, and stay safe from being taken advantage of by dishonest online sellers. This entails being informed about product details, return guidelines, grievance procedures, and safeguards against unfair business practices in online marketplaces. Additionally, it is crucial to ensure 'online safety, this entails being aware of the various risks that exist online, including phishing scams, dangerous information, and inappropriate interactions, and implementing safeguards to keep themselves and their loved ones safe.

IT workers are no longer the only ones concerned about cybersecurity. Women in the home must understand the fundamentals of cybersecurity in order to safeguard their accounts, devices, and private data against malware attacks, illegal access, and data breaches. This include protecting their home Wi-Fi networks, creating secure passwords, and exercising caution when clicking on dubious links and attachments. Lastly, in the digital era, 'data privacy, is a fundamental right. Understanding how different internet platforms gather, use, and share the large amounts of personal data that household women generate online is crucial. They must be given the authority to manage their personal data, comprehend privacy guidelines, and take precautions to protect their online presence.

What is the Data Privacy?

"Information security that deals with the proper handling of data concerning consent, notice, sensitivity, and regulatory concerns" is how Varonis describes data privacy. Fundamentally, data privacy refers to a consumer's awareness of their rights regarding the collection, use, storage, and sharing of their personal data. Customers must be given a clear and concise

explanation of how their personal information is used, and they typically need to consent before their information is shared.¹

The ability to control when, how, and to what degree one's personal information is shared or disclosed to others is sometimes referred to as data privacy. One's name, address, phone number, and online or offline conduct are examples of this personal information. Many internet users desire to restrict or stop specific forms of personal data collecting, much like someone might want to keep others out of a private chat.

What is the Cybersecurity: -Information security, often known as cybersecurity, describes the precautions taken to keep a computer or computer system safe from hackers' illegal access. Data that is sensitive, important, or secure is shielded from malevolent third parties by a strong cybersecurity policy. The three most prevalent types of cyberattacks are malware injection, spear phishing, and phishing.²

Any tools, procedures, and regulations used to stop or lessen the effects of cyberattacks are referred to as cybersecurity. The goal of cybersecurity is to defend against ransomware, other malware, phishing scams, data theft, and other cyberthreats by safeguarding computer systems, apps, devices, data, financial assets, and individuals³.

Cybersecurity is a crucial part of an organization's entire risk management plan at the corporate level. Cybersecurity Ventures predicts that between 2021 and 2025, global spending on cybersecurity goods and services would surpass USD 1.75 trillion.⁴

Job growth in cybersecurity is also strong. "Employment of information security analysts is projected to grow 32% from 2022 to 2032, faster than the average for all occupations," according to the US Bureau of Labor Statistics.⁵

Consumer rights to household women: - Like all consumers, household women are entitled to basic consumer rights. These rights, which include the rights to safety, information, choice, hearing, and recourse, provide equity and protection in the marketplace. These rights are applicable to everyone who buys goods and services and are not restricted to any one group of people.⁶

1- Right to Safety: - Customers are shielded by this protection from goods and services that might endanger their safety or health. This is especially crucial for women who run the home when it comes to everyday essentials like food, cleaning supplies, and appliances.

2- Right to Be Informed: - Customers are entitled to truthful and accurate information about products and services, including their quality, quantity, cost, and possible risks. For women, who frequently handle household budgets and purchasing decisions, this is especially important.

3- Right to Choose: - Customers have the right to have their choices honoured and to select from a wide range of products and services. This entails not being compelled to accept goods that are inappropriate for them and having access to a large selection of goods that satisfy their requirements and tastes. ⁷

4- Right to Be Heard: - In particular, household women who might not have the same level of voice or influence in the market as other consumer groups have the right to voice their complaints and grievances regarding goods or services and to have their complaints addressed by businesses.

5-Right to Seek Redressal: - Customers who have been harmed by subpar goods or services may use this right to pursue damages or other remedies. This might be especially important for housewives who have been injured by dangerous or defective products.

6- Right to Education: - denotes the entitlement to gain the information and abilities necessary to be a lifelong, knowledgeable consumer. The primary cause of their exploitation is customer ignorance, especially among rural consumers. They need to be aware of and take advantage of their rights. Only then will it be possible to successfully implement true consumer protection.⁸

let us keep a few cyber safety points in mind: -

- **Don't share passwords.** - Sharing your password with anyone, even trusted individuals, poses significant security risks and should be avoided
- **Don't leave your webcam connected:** - There are far too many apps that can secretly activate your camera and secretly record your actions. As a precaution, turn off camera permissions and cover or close your camera's lens while not in use.⁹
- **Don't share more than necessary:** - Relationships have only two shades in a spectrum – very good or very bad. Even the best of people can swing from one end of the spectrum to the other. That is why use caution when you share intimate messages, pictures, information or anything that has the potential to come back and embarrass you.
- **Don't meet online acquaintances alone:** - Always inform your loved ones of your plans and the people you will be meeting. Be careful to meet the person in a busy mall or **coffee shop**.

- **Reveal only as much as needed:** - There are too many evil persons on social media to approach gullible women and ask them to be friends. Posting information about your location and way of life should be done with caution. A status update or a simple snapshot can be used by stalkers to get in touch with you.
- **Update all operating systems on your devices:** - They might be an annoyance. However, they are crucial to your safety. Patches and security upgrades keep the most recent dangers at bay. Regardless of how busy you are, always install them.
- **Secure your devices with anti-virus software;** - Without a security solution, using a tablet or smartphone is like sitting in a house with the doors unlocked. Malicious software can infiltrate and take over your life on both Mac and Android devices. Make sure all of your devices have a dependable security program installed, such as Norton Security.¹⁰
- **Read the fine print:** - Every service you use has terms of service and privacy policies that you should be aware of and comprehend. Your information may be owned, sold, rented, or resold to anybody by certain websites. Since you accepted the terms and conditions, the law might not be able to defend you from this if it becomes a greater issue.
- **There is no such thing as ‘freebies:** - Freebies might take the form of games, discounts, offers, etc. They might be infested with malicious software, malware, and viruses. They have the ability to access your device and mine all of your info.
- **Block people you don’t want to interact with:** - Refusing friend invitations from individuals you hardly know should never make you feel uncomfortable. Follow your gut and block, unfriend, or ignore them. Who remains on your friend list is up to you.
- **Strong Passwords and Multi-Factor Authentication:** - For every account, create a strong, one-of-a-kind password, and whenever feasible, enable multi-factor authentication (MFA).

Why cybersecurity is important for household women: -- For women in the home, cybersecurity is essential because it safeguards their financial information, personal information, and online privacy, reducing their susceptibility to online harassment and cybercrimes. Because women are more likely to be targeted online, cybersecurity awareness and preventative actions are crucial. Furthermore, knowing the basics of cybersecurity can enable women to move more securely and self-assuredly across the digital world.¹¹

1-Protection of Sensitive Information: - Identity theft, stalking, and even financial fraud can result from cyber threats that reveal personal information such as addresses, phone numbers, and social media profiles.

2-Safeguarding Finances: - Women may lose money as a result of scams and phishing assaults that target online banking and shopping.¹²

3-Combating Online Harassment: - Women may be the target of cyberstalking, doxxing (disclosing personal information), and other types of online abuse, with potentially dire repercussions.¹³

4-Maintaining Privacy: - By preventing misuse or exploitation, cybersecurity makes sure that private and safe personal information—including images and videos—is shared online.

5-Empowerment in the Digital Age: - Women who are knowledgeable about cybersecurity are more equipped to interact with the digital world, take part in online activities, and seize chances without worrying about getting hurt.

-Protecting Loved Ones: - Women who are knowledgeable about cybersecurity can better shield their kids and other family members from internet threats.

7-Understanding and Avoiding Online Risks: - Women who are aware of cybersecurity risks are better able to recognize and steer clear of phishing emails, harmful websites, and social engineering techniques.

8-Boosting Digital Confidence: - Women's confidence in using technology can be increased by understanding how to protect their gadgets, accounts, and online persona.

9-Contributing to a Safer Online Environment: - Women may contribute to making the internet a safer and more secure place for both themselves and other people by practicing good cybersecurity¹⁴

To stay safe online women should: -

- **Protect their personal information:** - For every account, create a strong, one-of-a-kind password, and exercise caution when disclosing sensitive information online.¹⁵⁻
- **Be wary of phishing scams:** - Steer clear of opening attachments from senders you don't recognize or clicking on dubious websites.
- **Use antivirus software:** - Install and regularly update antivirus and anti-malware software on all devices.

- **Secure their home network:** - Enable Wi-Fi encryption, modify the router's default passwords, and keep an eye on visitors utilizing their network.
- **Be aware of online threats:** - Find out about typical cybercrimes and how to spot them.
- **Report cybercrimes:** - Understand how to notify law enforcement and cybercrime reporting authorities about instances.

Women may safeguard their digital life and guarantee a safer online experience by giving cybersecurity first priority.

Types of Cyber Security: - The following are a few typical forms of cyber security-

- 1- Network Security
- 2- Information Security
- 3- Application Security
- 4- Endpoint Security
- 5- Cloud Security
- 6- Identity and Access Management (IAM)
- 7- Operational Security
- 8- Disaster Recovery and Business Continuity
- 9- Internet of Things (IoT) Security
- 10- Mobile Security

Why is Data Privacy Important for Household Women?- Like everyone else, household ladies create and exchange a lot of data on a daily basis. This comprises-

- 1-Personal Identification Information:** - Like everyone else, household ladies create and exchange a lot of data on a daily basis. This comprises.
- 2- Family Information:** - Information on parents, kids, spouses, and other relatives.
- 3-Financial Information:** - Information on bank accounts, credit and debit cards, investments, earnings, and spending patterns.
- 4-Health Information:** - prescriptions, insurance information, medical history, and fitness monitoring information.
- 5-Location Data:** Details on your current location, frequently gathered by smart gadgets, apps, and smartphones.
- 6- online activity:** - usage of apps, social media posts, online purchases, and browsing history.
- 7-Communication Data:** - Voice recordings, call records, emails, and texts.

8-Household Information: - Information regarding utilities, appliances, and preferences for managing the home.

9-Images and Videos: - private images and videos that are posted online or saved on devices.

10-Avoiding Unwanted Marketing and Spam: - Giving up your contact information carelessly can result in unsolicited emails, messages, and calls.

Conclusion

In conclusion, in today's digitally connected world, the intersection of cybersecurity, data privacy, online safety, and consumer rights has important ramifications for women in the home. It is essential to provide women a thorough awareness of their rights as consumers in the online market so that unfair business practices and false information do not disadvantage them. At the same time, cultivating a strong sense of cybersecurity awareness and online safety empowers individuals to use the internet with confidence, shielding them and their family from online dangers like malware, phishing, and frauds.

Data privacy is also very important. Women in the home, who frequently handle personal data and household money online, need to be informed to know their rights when it comes to data collection, usage, and sharing. This entails being aware of how to manage their privacy settings, comprehending the consequences of data breaches, and pressing online service providers for openness.

We can make the digital world safer and more equal for women in the home by giving education and awareness in these related fields top priority. This helps individuals to fully engage in the digital economy and take advantage of its advantages for themselves and their families, in addition to protecting their financial and personal well-being. In the end, prioritizing consumer rights, cybersecurity, online safety, and data privacy is an investment in women's security and empowerment in the digital era.

Maintaining the privacy of your data requires constant work. Household ladies can greatly lessen their susceptibility to identity theft, data breaches, and other privacy-related problems by being aware of the risks and taking preventative measures. In the current digital era, staying aware and implementing safe offline and online practices are crucial.

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