

The convenience of online shopping has been talked about a lot but privacy concerns are usually brushed aside. As always, the evolution of technology is a wonderful and scary thing. I don't shop online frequently but on ~~the~~ rare occasions I do I have to psych myself up to inputting credit card details and by home address. In 2024, everyone knows which sites are reputable and if they can be trusted. In 2024, everyone knows which sites are reputable and if they can be trusted with your data and if you don't know its easy to find. I believe the level of concern comes in waves – the novelty of online shopping in the early days followed by the valid fear of the unknown. What comes after makes or break the entire experience – does convenience outweigh fear? Obviously, it did, otherwise Amazon would not be as popular as it is. But that trust comes after a decade of use by millions of people who are a lot braver than I am.