**Impact of Platform for Privacy Preference Developments on Ethical Issues**

Abstract

This paper reviews the effects of development of Platform for Privacy Preference (P3P) on ethical issues. P3P is a screening technology which helps shield users from sites that do not provide the level of privacy protection they desire. It discusses the evolution of P3P right from its inception up till the present time and its acceptance in the public. The findings showed that; though P3P could make privacy policies transparent but it cannot ensure that companies will follow privacy policies that have to do with ethical issues and this is the potential limitation of the work. The paper thereby recommends that implementation of P3P will lead to a greater openness, ethical conscious, more informed web users and greater accountability.