
IMPACT OF SOCIAL MEDIA LITERACY IN ENHANCING THE DATA PRIVACY FACTORS IN INDIA

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Abstract

Data privacy factors are crucial in India with enhanced social media literacy. Research aim, objectives and questions are highlighted in the introduction section as it reflects a foundational base in the research. Besides this, research background, rationale along with significance has also been reflected with lack of knowledge among people in India regarding data privacy as an issue. Literature review helped in understanding different dimensions of the research along with theoretical underpinning with “Privacy Calculus Model” along with “Communication Privacy Management (CPM)” Theory. The use of “Interpretivism research philosophy”, “Deductive research approach” and “Secondary data collection method” also discussed in this research followed by expected outcomes.

Keywords: Literacy, Data Privacy, Social Media, India, misinformation, digital literacy, Privacy Calculus Model, Privacy Management (CPM) Theory

1. INTRODUCTION

1.1 Background of the Research: Social media literacy is one of the crucial attributes in data privacy as it assists in empowering users with critical thinking skills and knowledge needed to comprehend and actively manage personal information online. Based on the ideas of Elrayah and Jamil (2023), stated that improvement in the social media literacy can lead to more cautiousness along with proactive privacy protection behaviours. In this regard, literate users are more knowledgeable as well as aware regarding the potential threats, such as data collection by third parties, identity theft and phishing scams. Besides this, it can amplify privacy concerns followed by motivated protective actions that can be beneficial in protecting personal data. On the other hand, Yadav and Tiwari (2023), the improvement in knowledge regarding the usage of social media can be helpful in apprehending privacy policies along with the implications of data sharing. Additionally, this can allow individuals to make informed decisions regarding the disclosure of information on different social media sites. Furthermore, this can be fruitful in balancing the advantages of social interaction with the associated risks of data exposure. Considering the reports, it can be revealed that the usage of social media has increased extensively in India and as per the statistical data there are “800 million active internet users” in 2025 (statista.com, 2025). In this regard, the increasing number of social media users reflects the necessity to enhance social media literacy in order to enhance the data privacy factors.

1.2 Aim and Objectives

Aim

The aim of this research is to evaluate the impact of social media literacy in enhancing the data privacy factors in India.

Objectives

- To analyse the importance of social media literacy for enhancing data privacy in India
- To evaluate the impact of social media literacy on the data privacy attributes in India
- To identify the challenges regarding social media literacy along with its influence on the data privacy factors in India
- To access possible solutions for improving data privacy factors with social media literacy in India

1.3 Research Questions

Q1: What is the importance of social media literacy for enhancing data privacy in India?

Q2: How does social media literacy impact the data privacy attributes in India?

Q3: What are the challenges faced in social media literacy as well as its influence on the data privacy factors in India?

Q4: What are the possible solutions for improving data privacy factors with social media literacy in India?

1.4 Research Rationale and Significance: In the present context, the usage of the social media platforms are increasing at an extensive rate specifically during the time period of pandemic. However, the rapid usage of the social media platforms reflects issues in the data privacy factors in India. Considering the reports the evolving digital landscape mirrors the urgent need to incorporate digital literacy into education specifically for students (indiatoday.in, 2025). Besides this, it can be noted that students in India are lacking the skills in order to navigate online spaces safely, cyberbullying and privacy risks followed by exposure to misinformation. Apart from this, the report from the “Centre for Social Research” has revealed that only 25% of students comprehend the online privacy settings and 52% of the students share personal information due to lack of knowledge regarding risks (indiatoday.in, 2025). This information helps in reflecting this despite the increasing internet penetration rate in India. In addition, there is the presence of lack of knowledge among the people, specifically students and this leads to increased data privacy concerns. It can be noted that, presently lack of knowledge among the people regarding the adverse effects of issues in data privacy and limited programmes for increasing awareness can shed a negative impact (Layode et al., 2024). The concerned research is significant, as it helps in the development of better-informed policies, a more secure digital environment along with improved individual privacy protection. Furthermore, comprehending the attribute regarding lack of social media literacy and data breaches can be helpful for understanding the need to develop educational programs as well as regulations to enhance digital safety.

1.5 Scope of the Study: The scope of this study focuses on examining the impact of social media literacy in enhancing data privacy factors in India. The study mainly takes into account the means in which the knowledge, awareness and responsible use of social media platforms can enhance the capacity of the user of the social media to guard personal data against misuse, cyber fraud, phishing, identity theft, and illegal sharing of data. The research includes the key dimensions like privacy awareness, behavioural change, literacy barriers, and strategic solutions towards enhancing digital safety.

The study is restricted to India, where internet penetration, as well as social media use, is growing, and data privacy is becoming an important issue among urban and rural users. The research has a secondary qualitative data as a basis, which includes journals, reports, and other original academic sources. As such, it offers conceptual and evidence-based information as opposed to actual primary responses of participants. The results can guide future scholars, policymakers, educators, and developers of future platforms to reinforce privacy literacy policy and governance practice in India.

2. LITERATURE REVIEW

2.1 Significance of social media literacy in India: Social media literacy is significant in India as it assists in countering misinformation along with protecting individuals from privacy risks and cyberbullying, fostering a more inclusive as well as informed society. Pagán-Castaño et al. (2025), the improvement in social media literacy can be helpful for citizens to equip with critical thinking skills. The study revealed that it assists to evaluate online content, recognize bias, identify fake news along with understanding ways used by media in shaping beliefs and behaviours that is significant in India's large internet user base. On the contrary, Arifah et al. (2025), revealed that rapid spread of misinformation on social media platforms poses a noteworthy risk to social harmony along with democratic processes. Furthermore, media literacy also assists to teach to verify information, recognize bias as well as question sources, as it is significant for navigating the overwhelming volume of the online content.

2.2 Role and impact of social media literacy in data privacy factors: The study by Muhammad et al. (2024), has revealed that social media literacy reflects a noteworthy role in data privacy with the help of empowering users to manage digital footprint, make informed decisions along with protecting from prevailing threats on online platforms. On the contrary, Bikku et al. (2024), revealed that social media literacy largely impacts privacy as it enables users to configure settings, apprehend privacy policies, identify risks such as phishing and misinformation along with engaging in safer online behaviours. Additionally, it can contribute to greater personal autonomy in the current digital space. The study also illustrated that literacy incorporates the practical skills required to manage data, such as knowledge to configure privacy settings on social media apps and platforms. However, Cho et al. (2024), stated that social media literacy involves understanding concepts such as strong passwords and ways to use security tools. Furthermore, media awareness influences privacy concerns as it can lead to media literate users being more likely to be concerned regarding digital privacy as well as recognize potential risks.

2.3 Challenges prevailing in increasing social media literacy in India : The challenges that are prevailing in increasing social media literacy in India incorporates digital divide, educational gaps, language barrier and regulatory challenges. Feng et al. (2025), the digital divide reflects noteworthy gaps in internet access between rural and urban areas as well as between genders. In this regard, lack of consistent internet access specifically in rural areas along with limited access to digital devices can create a divide. On the contrary, Glas et al. (2023), revealed that the presence of educational gaps is another challenge as in school curricula least focus is laid on media literacy. Apart from this, many school curricula in India might not yet incorporate media as well as digital literacy that reflects a gap in the formal education. The other challenge is the language barrier, as the fact-checking resources and tools are often English and Hindi centric that can reflect negatively in understanding. Apart from this, Davis and Molitorisz (2024), presence of regulatory challenges due inappropriate robust platform accountability for the spread of misinformation. Besides this, the rapid evolution of technology, such as deepfakes and AI, outpaces the ability of users in order to detect manipulation as well as societal issues such as polarization that can make it challenging to establish a trusted, single source of information.

2.4 Solutions to improve social media literacy for data privacy factors in India: Quraishi et al. (2024), stated that integrating digital literacy into curricula can be helpful to improve social media literacy. Schools and universities can make digital literacy a core subject that can enhance the learnings of students regarding online safety, data privacy rights as well as measures to verify information. Sarwatay et al. (2021), revealed that launching large scale public awareness campaigns regarding social media literacy can be fruitful in order to avoid data privacy factors. Starting such initiatives can be helpful to target both urban and rural populations in order to raise awareness regarding data privacy rights as well as remedies with the help of accessible content in different languages. Apart from this, encouraging parents can be fruitful to learn regarding social media platforms as well as discuss healthy online data sharing that can enhance data privacy factors among children. Moreover, the social media companies can also focus on publishing regular transparency reports on data practices as well as content moderation that can help to ensure ethical data usage.

2.5 Conceptual Framework

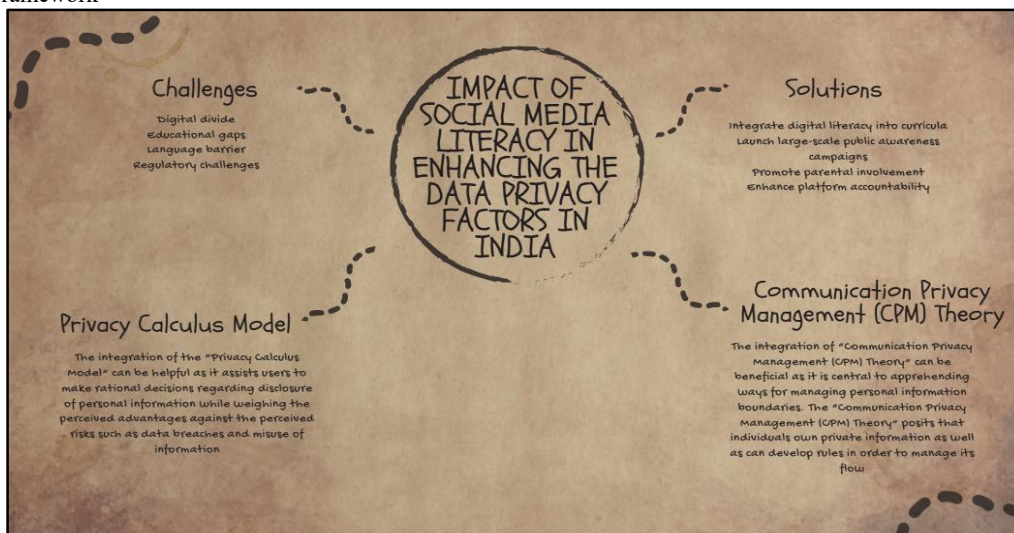


Figure 1: Conceptual Framework
(Source: Self-Catered)

2.6 Theoretical underpinning

2.6.1 Privacy Calculus Model

The integration of the "Privacy Calculus Model" can be helpful as it assists users to make rational decisions regarding disclosure of personal information while weighing the perceived advantages against the perceived risks such as data breaches and misuse of information. Based on the ideas of Sun et al. (2023), stated that using "Privacy Calculus Model" can aid to make more informed decisions regarding sharing of personal information online. Besides this, social media literacy helps in enhancing this "calculus" with the help of providing users with a realistic understanding regarding the actual data practices along with security risks that can lead to more informed decisions. Furthermore, it can be noted that without appropriate literacy regarding the social media usage, users might underestimate the risks along with overestimate control that might lead to "privacy paradox".

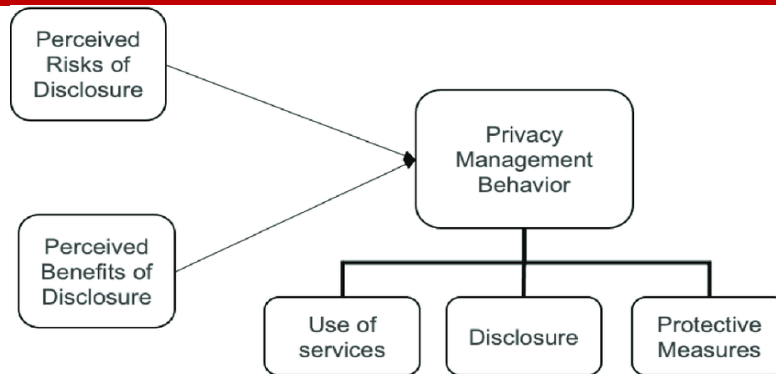


Figure 2: Privacy Calculus Model
(Source: As inspired by Sun *et al.* 2023)

2.6.2 Communication Privacy Management (CPM) Theory

The integration of “Communication Privacy Management (CPM) Theory” can be beneficial as it is central to apprehending ways for managing personal information boundaries. The “Communication Privacy Management (CPM) Theory” posits that individuals own private information as well as can develop rules in order to manage its flow. Katulić and Barbarić (2021), stated that users with higher literacy plays a crucial role at setting as well as applying specific privacy settings and rules that can aid to control the access to information. However, Petronio *et al.* (2021), revealed that “Communication Privacy Management (CPM) Theory” helps to acknowledge that once the information is shared, it becomes co-owned. Besides this, social media literacy assists users to understand the implications of such co-ownership as well as adapt sharing behaviour. Furthermore, social media literacy can enable users to recognize different contexts such as professional vs. personal networks that can assist to adjust privacy settings followed by disclosure levels in order to match the social norms.

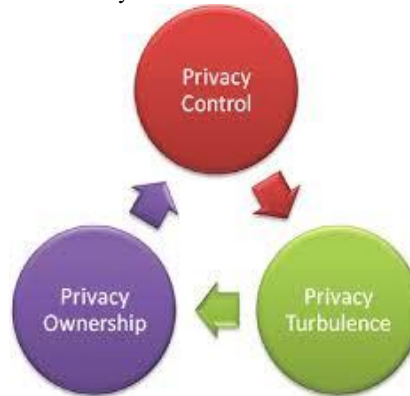


Figure 3: Communication Privacy Management (CPM) Theory
(Source: As inspired by Petronio *et al.* 2021)

2.7 Literature Gap : Considering the collected literature, it can be noted that there was inadequate information regarding the prevailing challenges regarding social media literacy in some of the literatures. Besides this, in some of the literatures there was lack of understanding and implication of theories that reflected challenges in comprehending the contexts along with its impact on data privacy concerns that is prevailing in India due to lack of social media literacy.

3. METHODOLOGY

3.1 Research Philosophy: In the respective research “Interpretivism research philosophy” will be used as it assists in providing deep nuanced understanding regarding complex social phenomena regarding the measures impacting social media literacy. In accordance with the ideas of Junjie and Yingxin (2022), the use of “Interpretivism research philosophy” assists to go beyond surface-level that can be fruitful to explore complex as well as subjective meanings of the research. Furthermore, the usage of the “Interpretivism research philosophy” will be helpful in order to grasp flexibility as well as adaptability for the incorporation of new perspectives in research regarding the role of social media literacy as well as its influence on the data privacy attributes.

3.2 Research Approach: The research will be based on the “Deductive research approach” as it assists in providing structured and focused analysis regarding the impact of social media literacy in improving data privacy attributes in India. According to the ideas of Hall *et al.* (2023), revealed that using the “Deductive research approach” can shed a positive impact as it plays a crucial role in analysing the relation between variables as well as concepts. Apart from this, the usage of the “Deductive research approach” can aid to generalise the research findings based on the concepts and variables such as social media literacy along with data privacy factors.

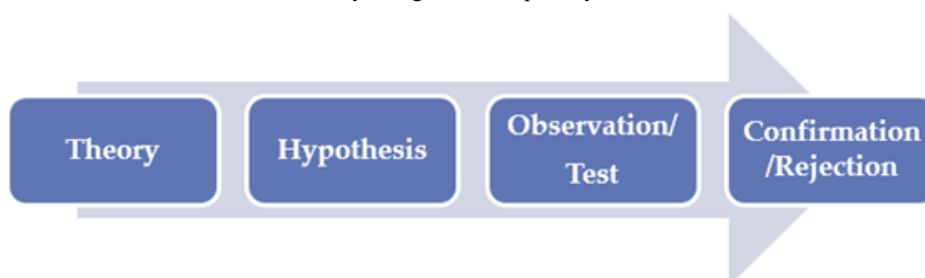


Figure 4: Deductive approach
(Source: Hall *et al.* 2023)

3.3 Research Design: “Descriptive research design” will be applied in this research as it aids in providing better understanding regarding the topic with the help of describing characteristics, behaviours as well as phenomena with capturing the present situation. For instance, analysing the root causes of lack of social media literacy can be fruitful in understanding the context effectively and further evaluating its impact on the data privacy. Based on the perspectives of Taherdoost (2021), mentioned that “descriptive research design” is cost effective and fast and allows for quick data collection that can aid in saving time for the data collection.

3.4 Data Collection Method and Data Type: In this research, “Secondary data collection method” will be used as it can aid in gathering “qualitative data” from previously published authentic journals and articles. Cheong et al. (2023), has revealed that using “Secondary data collection method” can be fruitful in research as it allows researchers to collect nudge or information from technical publications such as authentic journals, online websites, books and others. Information will be gathered from Google Scholar and authentic online websites. Furthermore, “Qualitative data type” can uncover meanings, prove depth and identify new ideas.

3.5 Sampling and Inclusion Criteria: “Convenience sampling method” will be applied in this research as it would help to gather sources based on its link with the research variables such as social media literacy and data privacy. Beside this, journals and articles published after 2021 are included to gather current information from only peer reviewed journal articles.

3.6 Data Analysis and Ethical Considerations

Thematic Analysis

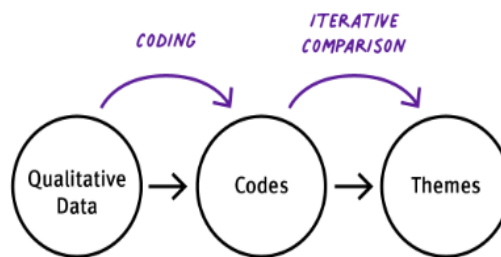


Figure 5: Thematic Analysis

(Source: As inspired by Braun and Clarke, 2021)

“Thematic data analysis” will be used in the research as it assists in developing different themes considering the research context. Braun and Clarke (2021) stated that “Thematic data analysis” helps in providing flexibility along with the ability to handle large datasets. “Copyright, Designs and Patents Act 1988” helps in protecting creative works and disclose new knowledge (legislation.gov.uk, 2025). In the research “Copyright, Designs and Patents Act 1988” will be used.

4. Results and Findings

4.1 Presentation of Findings

Author	Themes	Description
jalal yousef Zaidieh, 2024 Ahmad, 2023	Awareness of Privacy Risks Through Social Media Literacy	Social media literacy has the capability to raise awareness on the issue of privacy threats in digital space. With enhanced literacy, users can be able to identify dangers like phishing, identity theft, unauthorized access, fraudulent links, counterfeit applications, and personal information abuse (jalal yousef Zaidieh, 2024). Information about platform privacy policies and the practices of sharing information will allow people to make informed choices before they can post information or grant permissions (Ahmad, 2023). The results show that literacy enhances critical thinking and promotes user questioning of suspicious activity, thus minimizing exposure to cyber risks in an ever-growing digital ecosystem in India.
Sugeng <i>et al.</i> 2022 Mujiono, 2024	Behavioural Change and Protective Privacy Practices	Social media literacy helps in positive behaviour change amongst users as it promotes safer internet use (Sugeng <i>et al.</i> 2022). Literate people pay more attention to passwords and have two factor authentication, review app permission, control public views of their profiles and use newer security settings. There is also the enhancement of caution in sharing photographs, location details, financial records and personal information which is sensitive. Individuals possessing a better level of literacy are responsible within the digital worlds and are more likely to report suspicious things (Mujiono, 2024). Hence, literacy has a direct impact on protective behaviour and helps to implement more robust practices protecting personal data.
Thomä, 2023 Choudhary and Bansal, 2022	Barriers to Social Media Literacy in India	There are several barriers limiting social media literacy improvement across India. There is a digital divide between urban and rural in that rural areas do not have the same access to internet facilities, equipment, and training (Thomä, 2023). The presence of the variety of languages can pose some difficulties as numerous privacy resources as well as policies of the platforms are offered in a few languages. Poor levels of awareness, insufficient levels of digital education in schools, and absence of systematic training programmes also limit the growth of literacy (Choudhary and Bansal, 2022). Moreover, most users underrate the risks of privacy and remain unsafe on the internet, as it is convenient, as they trust platforms, or because they lack knowledge of technological dangers.
Smith and Storrs, 2023 Xiao, 2025	Strategic Measures for Strengthening Data Privacy Through Literacy	Multiple strategies can be used to improve data privacy by having better social media literacy. Awareness may be established at a young age by integrating digital literacy into school and university curriculum (Smith and Storrs, 2023). Wider populations, such as the rural users, can be educated through public campaigns, workshops, and multilingual awareness programmes. To make social media privacy easier, more transparent with privacy use policies, and offer safety tutorials, social media companies can simplify privacy settings (Xiao, 2025). The partnership of the government with educational organisations and technology companies can develop a national level literacy programme. Such strategic approaches would enhance responsible use of platforms, curb privacy breaches, and enhance digital trust in India.

Table 1: Thematic Analysis

(Source: Self-made)

Theme 1: Awareness of Privacy Risks Through Social Media Literacy

Social media literacy can have a significant impact in raising awareness about the risks of privacy among the users in India. Literate people are better equipped to detect possible risks like phishing, fake profiles, rogue links, identity theft, and unwarranted gathering of personal data (jalal yousef Zaidieh, 2024). Another way literacy can be used is by users to know how platforms collect, retain, and disseminate information with third parties. Consequently, this makes users more wary of sharing personal information, permission giving, or communicating with strangers

(Ahmad, 2023). Thus, better literacy minimizes user susceptibility and builds self-confidence in using digital space safely without misusing personal information and cyber-attack.



Figure 6: Benefits of Social Media literacy
 (Source: As inspired by jalal yousef Zaidieh, 2024)

Theme 2: Behavioural Change and Protective Privacy Practices

Social media literacy can foster positive behavioural changes and enhanced privacy practices in the users. Being more literate, people have a higher chance to make stronger passwords, use two-factor authentication, update applications on a regular basis, and check privacy settings on social media sites (Sugeng *et al.* 2022). If users are literate, there are higher chances that they will check the suspicious links, not download things they cannot be sure of, and report frauds (Mujiono, 2024). Such defensive measures greatly decrease the chances of cyber fraud and misuse of personal data. Thus, social media literacy is not only awareness-creating but also shifts the user behaviour to safer and more responsible online engagement.

Theme 3: Barriers to Social Media Literacy in India: There are some obstacles that hinder development of social media literacy in India. The digital divide is among the key obstacles in which rural residents tend to have poorer internet access, fewer gadgets, and fewer access to training than urban residents (Thomä, 2023). Language variety is also a problem since most of the privacy controls and terms and conditions of the platform can only be found in English or several local languages. Poor levels of digital education in schools and colleges also limit organized levels of literacy (Choudhary and Bansal, 2022). Moreover, most users underrate the threat to their privacy, which leads to unsafe practices because of the inconvenience or overconfidence.

Theme 4: Strategic Measures for Strengthening Data Privacy Through Literacy: The results outline some of the strategic actions that can enhance data privacy by increasing social media literacy in India. By implementing digital literacy learning at schools and universities, the users can be taught about privacy at a young age (Smith and Storrs, 2023). Learning can be expanded to mass population, even to rural people, through public awareness campaigns and community workshops, as well as multilingual education materials. Social media firms can make privacy options easier, transparent in explaining their data use, and encourage frequent safety tips (Xiao, 2025). Technology companies can join with the government in partnering with academic institutions to initiate national digital safety programmes. Such measures will mitigate the danger to privacy and create a safer online space.

4.2 Discussion of Findings

4.2.1 Social Media Literacy as a Driver of Privacy Risk Awareness: Social media literacy is a powerful platform of privacy risk awareness among digital users in India. In India over 500 million people use social media (GrabOn, 2026). In this rise of internet penetration and use of platforms, most people post personal details without understanding how this information will be gathered, manipulated, or violated. Social media literacy will make sure the users are able to understand privacy settings, terms of service, and various typical online threats like phishing, fake accounts, data theft, and misleading advertising.

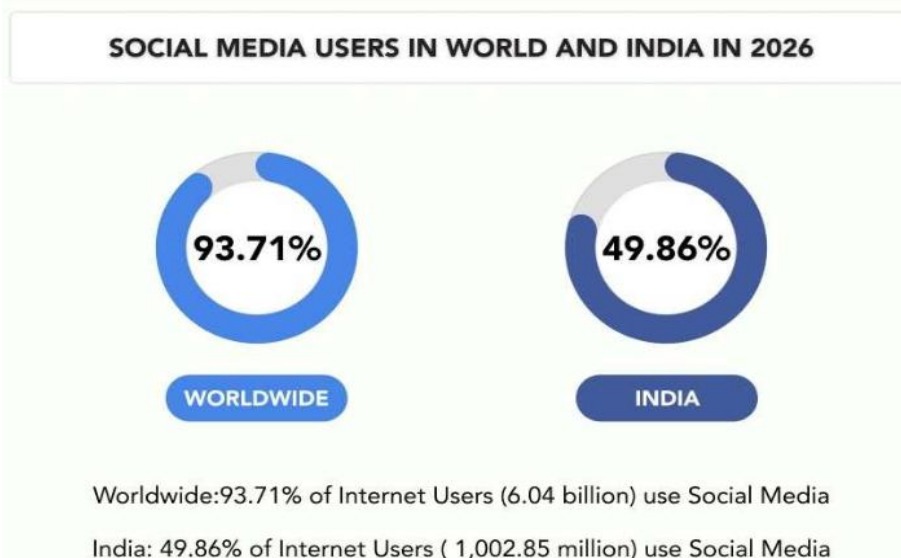


Figure 7: Social Media Users in the World and India
 (Source: GrabOn, 2026)

The observations show that literate users are more wary of giving permissions to applications, clicking on unfamiliar links, or posting sensitive information. Literacy can make people less vulnerable by entering the digital universe and making informed decisions (Salleh *et al.* 2023). Thus, the protection of privacy does not depend solely on the technological barrier but the level of knowledge, critical thinking, and awareness about the outcomes of thoughtless online behaviour and uncontrollable information disclosures.

4.2.2 Influence of Literacy on Safe Online Behaviour: Social media literacy is a powerful factor in safe online behaviour, converting awareness into protective behaviour. People aware of the dangers of using the internet tend to start responsible practices like having a good password, using two-factor authentication, updating applications, and checking their privacy policies frequently (Wang *et al.* 2026). Careful posting of personal photos, live location, banking accounts, and personal information are other areas of literacy that would promote safety on social media. This kind of behavioural changes is necessary, as 60% of data breaches involved an element of human error or cybersecurity failures (bitwarden, 2026). The results also demonstrate that literate users tend to expose suspicious messages, disregard fraudulent links, and report fake accounts or fraudulent activities. These behaviours can greatly minimise exposure to cyber fraud, harassment and abuse of personal data in the rapidly growing digital environment in India. Being aware of the issue is not enough unless it leads to regular practices of privacy-aware behaviour in various digital environments and daily habits in the online world.

4.2.3 Structural and Social Challenges in India: The results indicate that the growth of social media literacy in India is still hampered by structural and social barriers. The digital divide in cities and villages is one of the greatest obstacles as the access to the stable internet connection, digital devices, and training facilities is not equal. According to reports 45% of the Indian population don't have access to the Internet as of 2023 (ET Telecom, 2024). The diversity of languages is also an issue as India has 22 major languages; however, privacy regulations, security laws, and awareness resources are mostly presented in English (Ministry of Education, 2026). Moreover, schools frequently fail to offer enough focus on turning them into digital citizens, and as a result, a great number of youngsters are relying on informal education. The problem is also down to social attitudes, whereby people underestimate the threat of privacy or over-trust platforms and online acquaintances. Digital education programmes also have restricted participation due to economic inequality (Van De Werfhorst *et al.* 2022). These compounding obstacles indicate that greater structural change is needed to achieve privacy awareness in India, which cannot solely be designed to individual responsibility. Inclusive literacy building is then the key to national level digital safety.

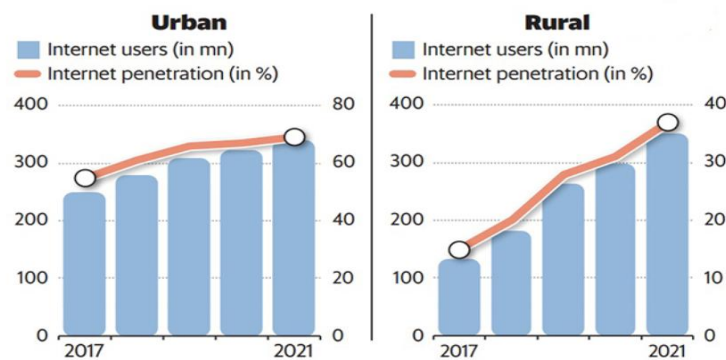


Figure 8: Internet Penetration in India

(Source: TECHCIRCLE, 2022)**4.2.4 Future Strategies for Privacy Protection Through Literacy:** The results put forward the possibility of future privacy protection in India more than ever before being connected to the growth and expansion of social media literacy programs. Digital literacy education (at schools and universities) can be used to educate students on their rights to privacy, proper communication habits, and the future effects of irresponsible data sharing (Livingstone *et al.* 2022). Awareness campaigns should also be engaged with newspapers and magazines to educate the working adult, parent and the rural population who might not get formal digital training. Privacy education would be more accessible in a variety of populations through multilingual resources, short-video guides, and community workshops. It is also the duty of the social media companies to make the privacy settings simple, enhance transparency in their data collection and issue frequent safety warnings to their users. Training should be continuous since threats to privacy are continually changing with technology (Sektianingsih *et al.* 2025). Thus, education, regulation, platform accountability, and user empowerment should be bundled in future plans to develop a safer and more reliable digital India.

5. CONCLUSION AND RECOMMENDATION

5.1 Conclusion of the Study: The paper concludes that social media literacy can contribute significantly to reinforcing data privacy issues in India. The utilization of digital platforms is only growing, and the users must have appropriate knowledge on how to comprehend the privacy risks, regulate the personal data, and learn how to behave online more safely. Its results reveal that literacy leads to an enhanced awareness about phishing, identity theft, data misuse, and oversharing. Nonetheless, digital inequality, language constraints, and a lack of formal education are some of the obstacles that still influence progress. Thus, a safer and more privacy-aware online environment in India can be established through a set of educational and institutional measures to enhance social media literacy.

5.2 Linking Findings with Objectives: The results were able to respond to all objectives of research. This paper examined the role of literacy in protecting privacy, how it affects user behaviour, barriers to literacy use like digital divide and awareness gap, and solutions to such barriers, like education, campaign issues, and platform responsibility. The findings affirm that in India, social media literacy is directly related with better levels of data privacy habits and enhanced digital responsibility of social media users.

5.3 Practical Implications: The research has some real-life implications to policy makers, teachers, technology companies and customers. It emphasizes the necessity of digital literacy programmes, course design mindful of privacy, easier controls on platforms, and education of the public. These and similar efforts can lower the cyber risk and enhance responsible on-line interaction. The results also contribute to increased cooperation among organizations to improve digital safety on the national level.

5.4 Expected Outcomes of the Research: The expected outcome of this research can be improvement in the social media literacy can lead to increased privacy concerns as well as more protective online behaviours. The research can also help in identifying the different hurdles faced in India in the process of enhancing social media literacy along with its influence of the data privacy factors. Apart from this, the other expected outcomes can be in depth knowledge regarding the increased privacy awareness along with the protective behaviour of people that can enhance the data privacy attributes and social media usage in India. The research can also aid in identifying knowledge gaps, such as a lack of understanding regarding third parties as well as data-mining algorithms using the personal data.

5.5 Recommendations: Digital and social media literacy are suggested to be introduced into school, college, and university curricula to cultivate privacy awareness at an early age. To make both urban and rural populations aware of online privacy risks and measures of protection available, government institutions must initiate nationwide awareness programs in various languages. Social media corporations are advised to make privacy controls easier, encourage business accountability to people on how data is gathered and to constantly remind their users of security tools and account hazards (Nayak *et al.* 2025). Parents, teachers, and working adults who might not have much formal training on digital use should also be provided with training programmes (Verduyssen *et al.* 2023). Moreover, the regular community-level workshops can assist users in detecting the phishing attacks, counterfeit links, and fraudulent accounts. Increased collaboration between regulations, schools and tech systems are also suggested to facilitate uniform digital safety standards. Literacy programmes require constant revising due to the rapid development of cyber threats and privacy risk with technological development.

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