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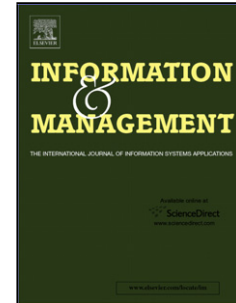
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What is missing?

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TITLE PAGE**An analytical framework for online privacy research: What is missing?**

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Abstract

The study of online privacy addresses three separated domains: user privacy concerns and behavior, website privacy notices and practices, and state privacy policies and regulations. This study suggests an analytical framework which combines these domains. While most of the framework's variables are addressed in current literature, one is missing: views of websites' managers. Our survey reveals that managers share users' concerns but report that their own websites do not violate users' privacy although asking them to provide personal information. The younger the website managers were, the less they were concerned, but the more they acted to safeguard user privacy.

Keywords: online privacy; privacy policy; personal information; privacy concerns; privacy behavior

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