The research problem that this proposed research study will address is the proliferation of online privacy violations by companies (Anton, Earp, & Young, 2010; Li, Sarathy, & Xu, 2009). Dunn, Sorensen, and Park (2006), Nhan, Kilkade, & Burns, (2009), Petkel, Mille, & Phelps, (2009), Westin (1967) noted that information privacy is defined as "the right of individuals, groups, or institutions, to determine for themselves when, how, and to what extent information about them is communicated to others" (p. 7). Jafar and Abdulliat (2009) noted that "the personal information privacy of an individual is violated when electronic personal information that was entrusted to third parties is electronically shared or crossed referenced with other parties without the consent of the individual" (p. 126). Specifically, consumers continue to be concerned with unsolicited email, identity theft, and negligent information loss through the selling and unauthorized use of their information when using the Internet (Anton et al., 2010; Lanier & Saini, 2008; Pollack, 2007).

GOAL
The main goal of this proposed research study is to develop the Personal Information Privacy Violation Index (PIVP) benchmarking instrument that can be used to assess the DPPPM, OPISM, OPCCM, and compute PIPVI while using it to compare 50 Websites of pharmaceutical companies that market birth control versus 50 Websites of pharmaceutical companies that market allergy medications.

RESEARCH QUESTIONS AND HYPOTHESES
RQ1a: What are the experts’ approved components of the DPPPM implemented by pharmaceutical companies using a Delphi expert methodology?
RQ1b: What are the experts’ approved weights of the DPPPM’s components implemented by pharmaceutical companies using a Delphi expert methodology?
RQ2a: What are the experts’ approved components of the OPISM implemented by pharmaceutical companies using a Delphi expert methodology?
RQ2b: What are the experts’ approved weights of the OPISM’s components implemented by pharmaceutical companies using a Delphi expert methodology?
RQ3a: What are the experts’ approved components of the OPCCM implemented by pharmaceutical companies using a Delphi expert methodology?
RQ3b: What are the experts’ approved weights of the OPCCM’s components implemented by pharmaceutical companies using a Delphi expert methodology?
RQ4: What are the experts’ approved weights of the single, integrated measure of PIPVI’s components of DPPPM, OPISM, and OPCCM implemented by pharmaceutical companies using a Delphi expert methodology?
RQ5: Are there any statistical significance mean differences for DPPPM, OPISM, OPCCM, and PIPVI between pharmaceutical companies that market birth control and those that market allergy medications?
RQ6: Are there any significant differences between the DPPPM of pharmaceutical companies that market birth control and those that market allergy medications?
RQ7: Are there any significant differences between the documented and the actual online practices for choice, and access of pharmaceutical companies that market birth control and allergy medications?
RQ8: Are there any statistical significance mean differences for OPISM, OPCCM and PIPVI between pharmaceutical companies that collect a limited amount of PII and those that collect a high amount of PII?
H1: The pharmaceutical’s company DPPPM, OPCCM, and PIPVI will not be significantly different when controlling for company size.
H2: The pharmaceutical’s company DPPPM, OPCCM, and PIPVI will not be significantly different when controlling for annual revenue.
H3: The pharmaceutical’s company DPPPM, OPCCM, and PIPVI will not be significantly different when controlling for years in existence.

REFERENCES
Anton, A., Earp, B., & Young, J. (2010). What’s wrong with online privacy policies? The ACM, 50(9), 103-109.