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How Perceived Privacy Risk Determines People's Willingness to Use Online Fashion Technologies. JOSEPH TEAL, *London South Bank University*, PETKO KUSEV, *London South Bank University*, DAVID PEEBLES, *The University of Huddersfield*, SIANA VUKADINOVA, *Sofia University St. Kliment Ohridski*, MICHELE BUONTEMPO, *The University of Huddersfield*, ROSE MARTIN, *Surrey Business School, University of Surrey*, BELLA TRANG NGO, *Brarista Ltd*

The subjective perception of Risk, Security, and Privacy in using online platforms and technologies determines to a large extent customers' behaviours on these platforms. Accordingly, in this applied research project we have empirically explored how procedural anonymity and privacy influence customers' willingness to use an online fitting application for fashion. Moreover, we have developed a psychometric tool that captures the psychological variables (e.g., trust, perceived privacy risk, perceived privacy control, and online self-disclosure behaviour) of using online fashion technology. Furthermore, we will report the psychological factors that predict customers' willingness to use online technology for fashion (e.g., online fitting application).

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