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## Scenario 2:

If I were in charge of feature development for Beerz 2.0 and designing features that show how popular each brewery has been during the past week and for each brewery X showing which breweries Y were popular in the past week among users who went to X.

I know that these features would require storing user's locations and that the CTO said "We're not going to participate in surveillance capitalism. We protect our users' data while we have it, and we discard it when we're done with it." My idea of storing location data follows this idea from the CTO by protecting it for a week (while we have it/need it) and then scrubbing all data that is more than 1 week old (new features only require data within the past week).

When the CEO approached me and said "Let's wait a bit on the data-scrubbing. I was at a conference last week, and some of the people there were talking about how much additional revenue they've been able to generate by bundling anonymized location data for sale" brought up some ethical concerns for me. I further questioned the ethical concerns of this process when one of my colleagues said "You know, I think we could probably get all the old location data out of the API's archived web logs, since we send the user's location as a GET parameter so it's in the URL that gets stored in the log."

First off, some of the main ethical concerns/questions I am faced with are: What should I do regarding the CEO's suggestion to keep and sell data despite prior privacy commitments? Is it ethical to retrieve and sell past user location data? Being a new employee am I responsible for voicing concerns against management (CEO/CTO)? And what do I do if I disagree with them and they keep pushing for these changes?

Before I can fully answer these questions I need to go over a few things. For instance thinking about the stakeholders in this decision and their rights (if any). To start, I (employee developer) have the right to act according to my own ethical beliefs, the right to not be an accomplice to any illegal or even unethical choices. The CEO/CTO/other management has the right (or perhaps more so expectation and responsibility) to honor promises of confidentiality made to users, lead the company as they see fit, and are responsible for following laws and regulations. My colleagues have the right to know how their work (software) is being used, right to follow their own ethical beliefs, and not be forced into any unethical/illegal situation. Customers have the right to privacy and being informed about any data collection/retention/usage, the right to be protected from unauthorized sale of data, and expect the company will honor its privacy policy. Investors in the company Beerz have the right to be informed about any risks that may occur from changes in privacy policies.

There is also the matter of not having all the information I want available to me. For instance before I take any action I would like to know exactly what the company tells users about their privacy and data (do customers know their location data could be found in archives or do they know their data might be sold). I would also like to be made aware of any legal frameworks that could affect how Beerz uses customer data. In the case the company uses archived logs I would like to know if these logs are anonymous or include personal information. If the data gets sold I would like to know if there is anyway for other companies to backtrace and identify the user.

If I have the information above I can begin thinking about possible courses of action to take. I could directly object to the CEO which may cause issues amongst us and may not change anything. I could bring up the idea of having users opt in for location collecting which would allow Beerz to keep user trust and uphold company ethics. I could say nothing and go along with it which would go against what I stand for but make the CEO happy and bring in more revenue for Beerz.

Before deciding on a course of action I want to consult ACM code of ethics. While every point could be applied to this scenario, the most important ones to consider are 1.1 (Contribute to society and human well-being) , 1.2 (Avoid harm), 1.3 (Be honest and trustworthy), 1.6 (Respect privacy), 2.5 (Giving full evaluation of possible risks), and 3.1 (Keeping public good as a central concern). All these have to do with ethical concerns regarding data and privacy.

Ultimately, I am pretty sure the course of action I will take is begin by voicing my ethical concerns directly with the CEO and CTO. I will reference Beerz's previous policy (if it aligns with my ethical ideology) and ACMs code of ethics. I would also advise management to ask for user permission before making any changes to the data collection and sale and to make a new policy that clearly states what user data will be used for since I believe that we should not do anything with user data unless they have been made aware of it. If management keeps pushing with the plan against my advice, I will bring up an internal review regarding ethical concerns and deal with any consequences like being on bad terms with management.

This is the course of action I would take as I believe it upholds Beerz's reputation and keeps user trust, instead of chasing a quick profit. The code of ethics prioritizes respecting privacy and limiting any harm that could be done. Being transparent about what is being done with the data is essential regarding the ethics of data collection. If we (Beerz employees and extended company shareholders) do not handle this situation with sufficient thought and care we could face potential legal consequences or at the very least face a damage to our reputation and moral standards.