

Retailer Selling Your Personal Info							
Ethical Quandries	Consumer Relationship	Societal Convention	Business Model				
Autonomy, Informed Consent	X	X	X				
Monetizing People Themselves		X					
Mistreating Patrons	X		X				
The notion of a retailer selling personal info gained within their software is a heinous ethical issue indeed.							
Not only does it betray your patron's autonomy and informed consent by releasing that info, but you put a target on their backs.							
Depending on the third party's intentions and what info you divulged, the results could range anywhere from targeted ads to identity theft.							
Furthermore, it comes back to hurt the business model itself. Success as a retailer involves growing a loyal, returning customer base, and betraying such loyalty will garner distrust and keep people from recommending said services. Not only is this an ethical quandry, but it very well hurts the foundation of the retailer itself.							