The “Internet of Things” (IoT) is just one of many ways to describe the phenomenon of devices communicating with us and with each other. The IoT is comprised of the various possible connections between and among people and objects. In other words, devices use sensors to record information about people or objects, and then those devices connect to each other via a network, communicate across different programming languages, and even begin to analyze collected data, which can then be transmitted back to people or other devices. Existing IoT products include wearable technologies like the fitness devices Fitbit and Jawbone, which can track steps, sleep habits, and heart rate, and transmit that data to another device. IoT technologies are not limited to health products or even consumer facing products; they include industrial applications as well.

The Federal Trade Commission is a federal agency with dual goals of protecting consumers and promoting competition—specifically, to “prevent business practices that are anticompetitive or deceptive or unfair to consumers; to enhance informed consumer choice and public understanding of the competitive process; and to accomplish this without unduly burdening legitimate business activity.” The FTC has the authority to enforce and administer a variety of laws, including consumer protection laws “that prevent fraud, deception, and unfair business practices,” as well as federal antitrust laws that prevent anticompetitive business practices. The agency can conduct investigations, sue companies and individuals, and promulgate binding rules. The range of activities that fall within the FTC’s domain is vast, because any kind of business can be subject to the agency’s consumer protection authority or its competition promotion authority.

Because of its broad purpose and comprehensive enforcement power, it is important to examine the FTC’s work when determining how existing laws may address privacy concerns arising from IoT technologies. Specifically, we can see how a consumer’s expectation of privacy is jeopardized when he does not know how, or even if, data from his devices is being collected by a company or an unknown third party. The FTC naturally takes interest in widespread consumer dissatisfaction with goods or services that consumers find to be far more intrusive than marketing materials led them to expect. Additionally, the FTC is uniquely situated as regulator, in that it must strike a balance between protecting consumers from deception and promoting vigorous competition.

We have begun to identify the various kinds of privacy harms and the individuals who may receive or inflict such harm in the context of the Internet of Things; we have learned about the limitations and possibilities of IoT technology. With this background in mind, would you agree that the related acts in Electronic Surveillance (reading assignments) are sufficient to address privacy concern? Please elaborate your **reasons** to agree or disagree (Ethic Theories). List as least ***four*** **related acts** to **support your statement**.

Submit your writing with Word format through Blackboard Link by Tuesday, 10/24 at 9:30 AM:

* double space
* font size: 12
* Provide appropriate citations for the references