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Facebook issue and the relation

To the trade secret policy

After a report that the data-science firm of Cambridge Analytica obtained the data of 50 million Facebook users, regulators, stock market, and even critics shook Facebook of this crisis for the past few days. Learning that Mark about the incident happened about the Cambridge Analytica in late 2015, he still got them to sign a legal document saying that the Facebook data they had misappropriated, had been deleted according to Nicholas Thompson. Thompson added: Why didn’t Mark dig deeper to see if they had misused Facebook data? Mark’s immediate actions were to ban Kogan’s app and to demand a legal certification from Kogan and all other people who shared with it. Because of this, Mark’s team got the certifications, then Cambridge Analytica didn’t received raw data of Facebook at all.

Mark then had to go full forensic audit and implementing restrictive platform policies to every single app that operates with the developers to Facebook. Mark wants to point out that the issue will still be in full investigation and doing this for Cambridge Analytica. This is for every developer who is in the platform, who had accessed to a large amount of data before locking down to in 2014.

Insights

Facebook does not requires its user to give out some of the personal data that if doing so would affect trade secrets or intellectual property. Based on business ethics, trade secrets or intellectual property is a confidential information which allows a business to have a competitive edge over their competition. This may be anything from a sales method, distribution, and other advertising strategies. Unauthorized use of such information or misuse of valuable data, by persons other than the owner, is unfair practice and a violation of trade secrets and may later affect money from the company. The issue of Facebook is somewhat correlated to misuse and a breach of user data due to political issues. A report has been issued and went viral to media platforms. Social platforms presents a major problem for employment in maintaining trade secret information. This issue arises from ease of use or absence of awareness among those that causes breach to what improper conduct. Provided that this confidential information qualifies as a “trade secret”, it is legally protected. The information should be maintained in confidence, have a commercial value from not generally being known. The more detailed and difficult to obtain the information, mostly it will be considered to be trade secret. Despite the privacy settings, social media still exposes to the public, information that should be maintained confidential. An example is Facebook’s privacy policy which the information you share in Facebook can be copied by anyone who can see it.

Maintaining secrecy of users has been complicated by the use of social media. Users and a company may be breached in the ready-accessible parts in social networking sites via overtly posts of information-“Trade secrets”, imposes a state of the information to not be confidential anymore.