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I will look at the "A retailer selling your personal information to others for profit" case.

Ethical Quandary	System				
	Customer trust	Database	Payment	Customer Service	Legal
PUBLIC		X			X
CLIENT & EMPLOYER	X				X
PRODUCT				X	X
JUDGEMENT					X
MANAGEMENT		X			
PROFESSION	X	X	X		

The quandaries listed are the ones discussed in the slides/lecture as ACM/IEEE ethical principles, that I thought were relevant to this case. They were defined as:
1. PUBLIC - Software engineers shall act consistently with the public interest.
2. CLIENT AND EMPLOYER - Software engineers shall act in a manner that is in the best interests of their client and employer consistent with the public interest.
3. PRODUCT - Software engineers shall ensure that their products and related modifications meet the highest professional standards possible.
4. JUDGMENT - Software engineers shall maintain integrity and independence in their professional judgment.
5. MANAGEMENT - Software engineering managers and leaders shall subscribe to and promote an ethical approach to the management of software development and maintenance
6. PROFESSION - Software engineers shall advance the integrity and reputation of the profession consistent with the public interest.

The systems I chose to examine are Customer trust, database, payment, customer service, and legal. Customer trust is the social system of how much the customer trusts the company. In other words, how trustworthy they are. Database is the database as a technical system, how they store data, and what data they collect. Payment is the socio-technical system of how they handle transactions and finances with customers and other companies. Customer service is the socio-technical system of how they interact with customers, both in-person and online. Legal is the socio-technical system of how they implement and use policies such as terms of use, community guidelines, privacy policies, copyright policies, ect.

I decided that the Customer trust system has quandaries in the client & employer, and profession ethical principles. The employer would want the customers to trust them however

selling information breaks this trust, therefore the software engineers did not act in the best interests of their employer in the context of customer trust. The profession quandary is a result of the failure of trust. This damages the reputation and in no way advances the integrity of software engineers.

The database system has a public ethical quandary because what data they stored and how they handled it was not in favor of the public interest. It has a management ethical quandary because the data in the database was managed in a very unethical way. They did not promote an ethical approach to software management. It also has a profession ethical quandary since this mishandling of data in the database system damages the integrity and reputation of software engineers.

The payment system has a profession quandary since the selling of data shows that money was the motivation and damages the reputation of software engineers by making them look greedy.

Customer Service has a product quandary since the mishandling of customer data will harm customer interfaces. Some interfaces such as online customer interfaces may have to be redone to ask for less information or be more clear about what will be done with their information. Customers may be less friendly and cooperative with on site staff. This decreases the value of the company's customer service and damages it as a product.

The company's legal system has many quandaries. It has a public ethical quandary because the legal document, whether by omission or hiding, obviously did not clearly or fairly communicate what they will do with customer data. This is not in public favor as it is manipulative and could even be illegal. It has a client and employer, and product quandary because the whole point of the legal system is to keep the client out of legal trouble, this is a failure of the legal system as a product and not in the best interest of the employer. It has a judgement quandary since the engineers judgement was most definitely dependent on the employer and unethical. Any engineer with independent and ethical judgement would see that making a product that either breaks or stretches their legal policies is unethical.