Summary: Retailer selling customers’ personal information to others for profit

Jingsong Tan

When a retailer sells a customer’s personal information to others for profit, the retailer and the company who buys the information are not acting to the public’s interest because the majority of the people do not like their information to be sold for money. Since they violate the confidentiality of their customer, the retailer is not acting to their customers’ best interests either. The retailer crosses the ethical boundary when they managed to develop the software that collect and distribute their customer’s personal information.

The software engineers who developed the software are not acting to the public’s best interest. When their employer asked them to develop a software that could harm people’s confidentiality, they lack judgement and didn’t maintain their integrity and independence to say no to their employer. In the end, they did not promote an ethical approach to practice their profession because their software violates people’s confidentiality.