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Scenario 2:

- A. The main ethical dilemma I have with this scenario is weighing my personal interest vs the interest of the consumer. As an employee of Beerz, I likely rely on my position and salary to pay bills, support my family and generally live my life. Because of this, I am incentivized to keep my mouth shut and not defy my management. On the other hand, I do have moral issues with selling user data. Deciding my course of action on whether I will speak up on this matter or choose to remain silent is up in the air, but this situation also raises some additional concerns. When I got hired I was under the impression that the company truly values customer privacy and was a vital part of why I chose to work here, with the CEO even discussing the possibility of selling user data I have some serious concerns about whether Beerz is the honorable company that I thought it was when I got hired. Additionally, the fact that one of my development colleagues was so eager to jump on the possibility of selling user data furthers these concerns. As well, the suggestion of digging through the logs for old location data is particularly heinous as it would expose data of users who participated in Beerz with the understanding that their data was not being sold (at least if we assume that users were aware of the privacy policy).
- B. The most important rights in this scenario are those of Beerz users. The users have a right to privacy which includes the right to have their location data handled as the company has outlined. Additionally, if the company decides to alter how they are handling user data the users have the right to know exactly what is changing and the right to a choice to accept or discontinue their use of the service. On the other hand, the CEO and investors have the right to seek methods of generating revenue for the company. This, however, should not come at the expense of user privacy and should operate within the bounds of ethical and legal principles. Similarly, the development colleague who suggested looking through the logs does have a right to propose new ideas and suggestions but should operate within the ethical commitments the company has established.
- C. Some vital information that would drastically impact my thoughts on this scenario would be the specifics of Beerz privacy policy and user agreements. This includes what exactly the users have already agreed to and what they expect to happen to their data. Additionally, it would be useful to know more about how Beerz markets their service, if they build their brand on honesty and integrity it would be particularly dishonest if they then went and betrayed the trust of their consumers for profit. There's likely also some more specific information regarding regulations and legal requirements surrounding the

topic of data sharing that would prove to be useful in this situation. MAYBE MORE HERE

- D. There are a couple options I could do in terms of action. I could stay silent, I could express my concern to my project manager/CTO, I could express my concern directly to the CEO, or I could give them an ultimatum (either don't violate user privacy or I quit). If I choose to stay silent I will likely end up implementing the features and potentially helping the company sell user data. I would likely not incur penalties and may even get held in higher regard by management due to suggesting something which leads to increased revenue. If I express my concern to my CTO then I may be able to influence the decision of management without putting my own job at too much risk. Given that they preached the importance of user privacy when I got hired and they gave me the concerned look, they are likely already thinking I may have an issue with it. Additionally, my concerns are not particularly outlandish as what I wish is simply in line with the morals the company is supposed to uphold. If I were to express my concerns directly to the CEO then I would likely be more at risk than just talking to my CTO as I have indicators that my CTO would more likely be on my side. Additionally, I am likely in the CEO's eyes disposable so if I were to counter his ideas of generating revenue he may just cut me as well. I think the most risky would be giving them the ultimatum. This would directly put me in the crosshairs of the CEO as he would then have to make the decision of whether he wants to pursue the selling of user data or terminating my employment. One of them generates more revenue so it would likely be an easy choice for them to make.
- E. One area where the ACM Code of Ethics is relevant is when we look at section 1.3 which says that we should be honest and trustworthy. If we have marketed Beerz as a company which prioritizes user privacy and then we go behind our customers back and sell their data, we are directly violating the trust of our users and being dishonest. Additionally, section 1.6 talks about respecting privacy. It is obvious that in this case we are walking the thin line of what is acceptable and what isn't. Despite the fact that the location data is anonymized doesn't change the fact that this is sensitive user information that we swore to protect. Overall the ACM Code of Ethics helps guide us to understand the ethical obligations of computing professionals and how we protect the interests of our users.
- F. If I were living this scenario in my own flesh I would likely ask my CTO to talk and express my concerns with them. Hopefully they have some influence in the situation and can reason with the CEO on the standards that the company is to operate on. Additionally, if they themselves are not able to directly do anything, perhaps they can give me additional guidance on how I should express my concerns to those in decision making positions. Ultimately, this feels like the most appropriate course of action as I wish to retain my position as developer but also want to respect the rights of others and prioritize the integrity of the company and their promises. It seems like the most effective way of voicing those concerns while minimizing my risk of termination.