A retailer selling your personal information to others for profit					
Ethical Quandry	Shoppers	Software Developers	General Public	Governement Individuals	Cyber Security Analyst
Privacy	<b>✓</b>	<b>✓</b>	<b>✓</b>	$\checkmark$	<b>✓</b>
Unauthorized Access		<b>✓</b>	<b>✓</b>	~	$\checkmark$
Misusing Data			<b>✓</b>	$\checkmark$	<b>✓</b>
Computer Misuse					
Intellectual Property Rights	<b>✓</b>				
Loyalty	<b>✓</b>		<b>✓</b>		
Flaws of Al		<b>✓</b>			<b>✓</b>