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CS4320 Assignment 4.1

Due 9/27/21

Calendar

Description automatically generated

The issue of a retailer selling your information for personal profit has been an ever-growing ethical quandy in today’s data driven age. Even places like California and the EU have recently passed laws that made certain things like this illegal to a very high extent. Regarding potentially having your login information leaked is a big deal to the consumer because they might share passwords and usernames for other places, which in turn can get the retailer and internet site in legal trouble because of it. The purchasing party is affected because they suddenly have a potential ticking time bomb on their hands. It’s a major invasion of privacy for most of the same reason, where the same people are affected and that invasion mostly affects the consumer which is why its illegal in so many places. The customer tailored advertisements are a very interesting one because a lot of people almost prefer that, the consumer that is. Because they might see more relevant things.

Another big point at the bottom of the spreadsheet that I think deserves its own point is who owns your data, and who owns all this data. Because this is the age of data and data is power. Having information on people, information on groups, information on masses can lead to major sways in power and money. There are obvious ethical issues with this, but it’s something that I don’t foresee stopping anytime soon.