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Description automatically generated]()For my assignment I picked the first case involving a situation where retailers were selling personal information to others for profit. This allowed me to explore multiple ethical quandaries and decide what exactly those quandaries affected. For example, the first quandary I chose was selling personal information. This seems to affect the public since many people do not like their information being sold online and it affects my own personal self as I wouldn’t want my information to be sold online. This Quandary also affects future precedents as now companies see that it might be ok to sell personal information since everyone else is doing it. Secondly, I chose the dilemma of collecting medical information to keep certain drugs in stock. This is a difficult issue as it can help keep a pharmacy organized but it also requires taking data from customers and sorting through it. This dilemma affects the public as well as government organizations since it might violate certain privacy laws such as HIPPA.

The next quandary focuses on limiting collection to just quantitative data. This allows the clients to be at ease however it might cause some issues with how a company’s database is setup. Another Quandary is using user data to create a better experience. This is advantageous since it allows the user to find items that they might want faster which can increase overall sales for a company however this can also be negative for users as they now might have to give a large amount of personal information and data over. This issue affects the public as well as the employer and client relationship. Also, this could set a future precedent if companies decide to keep taking personal information and masking it as “improving user experience”. Lastly, the biggest worry with giving out personal information is the chance of accidentally exposing it to the public. If a leak occurred, it would affect the public’s reputation of the company as well as any individual user that had their information leaked. Because of this dilemma it is very crucial that any developer working with sensitive data knows how to secure it and protect it from future breaches.