

8. Are there any ethical and legal considerations with storing this data in its current state?

In the digital age, the generation of data has grown exponentially, and data are nowadays very easily stored, kept and exchanged around the world.

However, we need to make ethical and legal considerations on which data we can collect, use and store.

If storing personal data we must ensure that these are kept secure and are not disclosed to unauthorised parties. Personal digital data, should be password-protected or, preferably, in encrypted storage.

In our case, the following columns: first name, last name, customer height, and customer weight, store customer's personal data.

Under the GDPR, we can only use the personal data for a new purpose if either this is compatible with the original purpose, we get consent, or we have a clear obligation or function set out in law. For further analysis, we need to depersonalise our data.

We also shouldn't store any personal information for longer than required. As mentioned earlier, we need to ensure that the personal information about the customer won't be visible to unauthorised people. Therefore, it is best practice to remove special category data or anonymise some data information.