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Privacy Policies

Most commercialized websites ask for “cookies” which they utilize to gain personal information from the consumer. Most likely a pop-up at the bottom of a screen will appear asking if the website can use “cookies”. Without another though consumers click yes but never ask why it was there in the first place. Unfortunately, threats of identity fraud occur thus enforcing “The Privacy Act of 1974 [which] protect personal information held by the federal government by preventing unauthorized disclosures of such information” (Cornell Law). In addition, companies must state which information will be used for data collection.

Clothing brands such as Gymshark, Nike, and Lululemon all have transparent privacy policies, most can find with ease at the bottom of the webpage. Gymshark will be the main source of all further information on the topic. The three following statements are the most important regarding the management of user information. One, “...to fulfil or meet the reason for which the information is provided. For example, to create your personal account at Gymshark.com or to process your orders.” Two, “…to respond to law enforcement requests and as required by applicable law, court order, or government regulations.” Lastly, “We do not, and will not, sell your personal information” (Gymshark). All statements include clear direction as to where the personal information go and how it is utilized. Throughout the whole policy each part is easily understood and precise.

The Ten Commandments of Computing is a set of rules for the ethical use of computers. Most of the commandments revolves the idea of computing or programming work. Gymshark is a clothing brand that does not deal in code excluding the inner basic works of the website itself. However, Commandment four states “Thou shalt not use a computer to seal” which means never to steal personal information through technology. I think this website accurately follows this commandment as for the rest, considering it is not federal government website. This is because the privacy policy includes how the information inputted to the system will be utilized. I believe the way the website handles user information as ethically as described in the Ten Commandment of Computing. The set of rules should be updated every few years in order to maintain the upstanding standards of ethics, because of late the boundaries have blurred.

Works Cited

“California Privacy Notice.” *Gymshark*, https://support.gymshark.com/en-US/pages/california-privacy-notice.

“Personal Information.” *Legal Information Institute*, Legal Information Institute, https://www.law.cornell.edu/wex/personal\_information.

“Ten Commandments of Computer Ethics.” *Wikipedia*, Wikimedia Foundation, 5 Dec. 2021, https://en.wikipedia.org/wiki/Ten\_Commandments\_of\_Computer\_Ethics.