I analyzed the ethical quandaries of a system in which a retailer sells customer information to advertisers. For the general public not all aspects of the system are ethically wrong, particularly if the customer understands their data all or part of the cost of buying from the retailer. However, many aspects of the system work more in favor of the clients (in this case advertisers) and employers at the expense of everything else.

There are not many technical ethical quandaries with this system. By itself, that's all it is, a system. The ethical issues come in more with the socio-technological aspect of the system and how the nature of the system encourages people to act. Setting up the advertiser as the customer makes the system more favorable to them than to the general public, the suppliers of this data. The system is not likely to be responsive to a publics dislike of a product, which will in turn negatively impact product quality, judgement of the product quality, and valuation of colleagues working on the product. Prioritizing the advertisers is likely to negatively impact management overall. Even the client and employer will suffer to some degree as the questionable ethics this system produces is likely to reflect badly on the business as a whole.