Ethical Quandry	Consumers	Employees	Management	Stockholders	Goods Database	Third Party Data Buyers	Consumer Data Database	Storefront	Retail Website
Retail Sales sells personal data				☑		✓			
Selling credit card numbers	✓			☑		✓	✓		
Selling Mailing Addresses	✓			☑		✓	✓		
Selling customer preferences	✓			☑		☑	✓		
Selling anonymous sales data						✓			