**Reflective Activity 2**

**Case Study: Inappropriate Use of Surveys**

One effective method to ensure compliance is by conducting voluntary surveys at different stages of the customer experience. Many customers are open to providing feedback on their purchase choices, product and service delivery processes, and other aspects. Customer experience teams can integrate this feedback with other survey data. Subsequently, analysing this information enables teams to enhance their marketing strategies, sales approaches, and optimize any troublesome procedures.

Many companies typically request customer data directly, often at the beginning of their relationship. Whether someone is subscribing to a service, signing up on a website, or making an initial online purchase, they usually have to complete a form. This form commonly requires at least a name and email address, but additional demographic and sometimes firmographic information might also be gathered. Furthermore, companies might later conduct customer surveys, posing direct questions that are frequently utilized in customer profiling efforts.

An example of this would be Asda, who harvested due dates of pregnant women and sold it to third parties. Another example is social networks sites such as TikTok and Facebook, who can run polls or surveys in order to solicit health details, ethnic origin and political views of users for targeted advertising.

Presently, gathering data from online users remains a topic of debate. Yet, for numerous businesses, it's not about infringing on customers' privacy; rather, it's a strategy to enhance their chances of success. The crucial question is when and how data collection becomes relevant.

As per a recent study conducted by Skynova, 64 percent of business proprietors gather user data from their social media platforms. Facebook leads the data collection, accounting for 72 percent, while Instagram, owned by Facebook, follows closely at 59 percent. These platforms are the most favoured for collecting customer data based on activities such as page likes, shares, and follows (Suciu, 2021).

Whilst these surveys might be viewed as harmless and also deemed legal, it is evident that they are unethical, and unprofessional due to the fact that data is not used for the intended purpose, and the data is harvested by means of deceit to a certain degree as users provide consent unknowingly.

In essence, conducting research surveys can yield valuable insights. Even seemingly harmless surveys must adhere to ethical research principles. Upholding research integrity and precision is crucial in all studies. Employing trustworthy survey tools, employing appropriate analysis techniques, and sharing results are vital. Additionally, it's crucial to disclose the survey distribution format, consent procedures, and data monitoring methods (Hammer, 2017).

**References**

Hammer, J. (2017) Ethical Considerations for Data Collection sing Surveys. *Oncology Nursing forum.* (44)2:157 Available from: <https://www.ons.org/pubs/article/238781/download> [Accessed 15 October 2023].

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