**Ethics in Data Analytics**

*Scenario 1: Customer loyalty at a supermarket is using shopping data to suggest products that a specific customer might like to purchase.*

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| Pros | Cons |
| * Personalized recommendation is possible, which can increase customer satisfaction | * This data can be used for promotional spam mail, which customers don't want to get |

*Scenario 2: Medical bodies (such as hospitals and government) are able to allow insurance companies to see your medical history and data, so that insurance companies are able to better price their insurance policies.*

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| Pros | Cons |
| * Can give a more customized insurance list and optimize the price of the insurance | * Medical history is really personal and important data that can be abused for social engineering |

*Scenario 3: Online maps use location data from users' mobile devices to figure out which restaurants are popular (i.e. by tracking how many people go to a restaurant through the use of GPS on people's phones)*

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| Pros | Cons |
| * Get the proper data based on the statistics | * People’s GPS data is recorded and can be used for criminal purposes |