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Facebook is mining private data from Cancer organizations, new lawsuit alleges

[https://broadly.vice.com/en\\_us/article/facebook-is-mining-private-data-from-cancer-organizations-new-lawsuit-alleges](https://broadly.vice.com/en_us/article/facebook-is-mining-private-data-from-cancer-organizations-new-lawsuit-alleges)

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### Overview:

This article reports that Facebook is using its user's cookies to track where they are browsing on the Internet. Allegedly, they are tracking when users go to websites such as Cancer.org, which has a relationship with Facebook, the data that the user has Cancer or is interested in the subject, is stored. This is a problem because not only does it violate the privacy of users, but also people who may be hacking/data mining Facebook's stored data can access it. Since medical information has been studied to be the second most valuable type of data to be recorded of users, this is a very important lawsuit that could prevent corporations from making lots of money. Since targeted ads increase the number of clicks and purchases than normal ads do, this could be very valuable information to pharmaceutical companies. Since Facebook's data policies do not meet any of the HIPAA (Health Insurance Portability and Accountability Act)'s guidelines, they face a serious lawsuit that threatens Facebook.

### Analysis

#### Major Ethical Issue:

The major ethical issue faced in this lawsuit is the recording of people's private medical information. Medical Information is incredibly valuable to people

and can be used in a very harmful way. This includes the increase of prices from interest in certain medications or even important procedures.

#### Stakeholders:

The stakeholders affected by this lawsuit are Facebook and its investors. If Facebook was proven guilty, this would be a very bad situation and Facebook would have to rewrite its information collection techniques. Some investors would also get very worried that Facebook is doing illegal activities that they don't know about and would likely stop investing in the company.

#### Decision Makers/Who is affected:

The decision makers in this lawsuit would be the Judge and Jury. If the judge were to rule in favour of the opposition, Facebook would be losing a lot of money depending on what the opposition is asking for, but also from investors dropping out. This would likely cause Facebook to lay off some workers and they would need to rewrite the code they use for collecting user's data. If the Judge ruled in favour of Facebook, the website and its algorithms would stay the same and they would not lose any money.

#### Relevant Theory:

A relevant theory that could be applied to this situation is Kantianism. The problem faced is that no organization is allowed to share personal medical information unless the person allowed it.

#### Solutions:

The solutions to this matter would depend on the court's ruling. If the court rules in favour of the opposition, Facebook would need to change their algorithms. If not, nothing would happen.