

A retailer selling your personal information to others for profit

<b>Ethical Quandary</b>	<b>Advertising</b>	<b>Stock</b>	<b>Payment</b>
Selling bulk data	X	X	
Storing personalized data	X		X
using/buying personalized data	X		

First pg. About the table:

Ethical quandaries: Selling bulk data. What I mean by this is selling data that might just refer to stock or how much of a product was sold or groups of people, never individuals, with no connection to their specific identity. Storing personalized data: this refers to storing information related to specific customers, such as previous purchase information (orders, payment info, etc). Using and or buying personalized information: the act of using the data from specific, identified consumers. Now, onto systems. Advertising: pretty self explanatory, the system of advertising to customers. Stock: the system of how much of a product to keep in house. Payment: how a user would pay for an item.

How Selling bulk data effects advertising and stock: If a certain product is favored over another, a company might keep the favored product in stock more than the other. They might also advertise products that are doing poorly. Storing Personalized data: companies can advertise to consumers who were shopping for similar products. Payment, they can store payment information to make checkout easier. One big concern about this is that if they are storing personal information, they need to make sure that it does not get stolen. Finally, using or buying personalized data to advertise, a company could send targeted advertisements or coupons to consumers.