

# Assignment 1- Ethics Q

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**Due** Oct 22 by 23:59      **Points** 3      **Submitting** a file upload  
**File Types** docx, doc, and pdf      **Attempts** 1      **Allowed Attempts** 10  
**Available** Sep 26 at 15:00 - Oct 22 at 23:59 26 days

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This assignment was locked Oct 22 at 23:59.

Joe (one of the employees at `Simple Solutions`) has a partner Tianyi, who runs a not-for-profit business 'Welcome to Oz'. This organization helps new immigrants and refugees to Australia with a range of services such as

1. Understanding the Australian health care system.
2. Providing Settlement Services
3. Organizing English conversation groups (an opportunity to meet and practice speaking English) and
4. Arranging social activities to help people meet others and make new contacts and friends.

(this is not an all inclusive list).

'Welcome to Oz' is a new not-for-profit business and Tianyi is trying to promote the business. Joe thinks that Trisha has a huge client base who may be interested in and may benefit from being made aware of the services offered by 'Welcome to Oz'. Furthermore, they ('Welcome to Oz') may also get more customers through a word of mouth referral from Trisha's clientele. During the development of the e-commerce website for Trisha's Dollar Den, Joe accessed all the email addresses of Trisha's customers. Joe wants to send an email to all the clients of Trisha, with information about the services offered by 'Welcome to Oz'. Considering Tianyi's organization works towards a noble cause of serving new immigrants and refugees, Joe does not feel the necessity to inform Trisha in advance about using her customer data for marketing the services of 'Welcome to Oz'.

Discuss the ethical considerations regarding this situation and ensure that you substantiate your discussion with at least 2 reasons and that you justify your arguments with reference to the ACS code of ethics and the IEEE guidelines on ethics.

(1 page submission, ~250 words).

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