Personal Data in Business Motives

ITT-306

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**Part 1: Privacy in Your Inbox with an Inside Look at Spam Contractors**

Listen to the “Black Market Pharmacy” podcast. Complete the following:

1. Spam is not new or news. How does this show provide a unique perspective on the world of spam email?
   1. This show provides unique perspectives about spam by exploring who is sending them and what they’re sending them for. It digs deeper into the ethics of these black-market pharmacies in the United States. This is an illegal business and goes against the personal ethics of most people. The podcast also digs deep into the methods of spammers and explains how spammers are paid and the amount of emails spammers can send per day. The podcast also includes information about the methods of transaction and product quality of these pharmacies. The podcast also includes a testimony of the personal experience of a customer from one of these black-market pharmacies.
2. What does the show say are the biggest challenges that illegal medication sellers face?
   1. According to the podcast, one of the biggest challenges is finding spammers to do the dirty work for the rogue companies. These scammers like to ensure their own job security by certifying the quality of servers and product. The scammers want to ensure that the job will last longer than a few days and that they will gain a reliable income from them. The companies are so desperate for scammers that they offer very extravagant bonuses to the top selling scammers.
3. What does the show claim that separates a successful spam marketer from an unsuccessful one?
   1. The podcast claims that a successful spam marketer will ensure their own job security and gain a successful income from these pharmacies. The successful scammer gets a good amount of work and is paid generously by the companies.
4. What does the show conclude about the future of spam marketing?
   1. The show includes information around the security measures being taken against spam marketing. The podcast acknowledges that spam is decreasing in the current years, and that spammers will have to work harder to reach a larger audience. In the scamming business, it was easy at first to send an email to anyone, but currently because of intelligent junk files and email filtering, the scammers are having a hard time getting successful results from the emails they send.
5. In your opinion, list the positive aspects to support the case for selling medications illegally that you learned while listening to this podcast.
   1. A positive aspect of selling medications illegally would be the availability. The medications are easy to get ahold of, as the customer can easily order online and the medication is shipped to their home address. There is no need to wait for a filling of a prescription and there is no need to leave home. Another positive would be the price. The price of these illegal drugs are significantly decreased from the legal pharmacy price.
6. In your opinion, list the negative aspects of illegally selling medications that were mentioned by this podcast.
   1. A negative aspect of the illegal drugs is product quality. As the product is coming from an unidentified and unmonitored source, the product could be a placebo or of poor quality. The product that is shipped is not monitored, so it could be anything. Another negative of this process is the packaging. The packaging is designed to be discrete and unrecognizable by shipping companies, so the medications look unreliable.
7. In your opinion, who controls the data in this situation? What consequences are there for those who do not have control of the data?
   1. In my opinion, the data is controlled by the illegal pharmacy. The pharmacy hosts the databases for the websites and all data transactions go through their company’s servers. For those that do not have control over the data, the handling of their information is completely unknown. Once a credit card number is entered into the website, the user has no idea what will happen with this data. Furthermore, the address is no longer safe and any other private information may become public.

**Part 2: An Inside Look at Financial Privacy with the History of Credit Ratings**

Listen to the “Bad Credit Bureau” podcast. Then, complete the following:

1. Stolen person data is not new. How does this show provide a unique perspective on the world of personal data?
   1. This show provides a unique perspective because it explains the Equifax hack. It provides a perspective about the fact that Equifax is tracking Americans and that citizens personal data are at risk because of this hack. The show talks about hackers accessing the personal data of millions of people. Hackers gained information including social security numbers, addresses, personal information, credit scores, and credit card payments.
2. Credit bureaus have a large amount of data on most Americans. Summarize the history of how we got to this situation. (a) Where and how did the practice of personal credit histories begin? (b) Provide examples of “hearsay” credit data? (c) What events happened in the 1960s to change the nature of personal history collection?
   1. Personal credit histories began 200 years ago in Brooklyn. It began with a physical list of names, addresses, and debts. The book also included a trustworthiness rating for each person in Brooklyn. The trustworthiness rating is created by a record of payback transactions. When someone pays back a debt to a store or person, the rating grew, but if this person did not pay back the seller, the rating would go down. An example of hearsay credit data is unauthenticated records of data. If there is one claim of credit data, one could dispute this data with another record. As there is no authentication of data, there is no way of knowing the true credit record.
3. According to the show, what can an individual do to protect personal data stored with credit reporting companies like Equifax?
   1. According to the show, the best way to protect data with Equifax is to freeze credit reports at the three major credit bureaus. A freeze is protective because it does not allow for any access of data or opening any kind of new credit lines. This helps protect individuals because it does not allow for any access to the credit data. In this case, if anyone gained access to your data, it would be very difficult to access additional information.
4. In your opinion, who controls the data in this situation? What consequences are there for those who do not have control of the data?
   1. In my opinion, the controller of the data is the credit bureaus. The credit bureaus do all of the tracking and all of the scoring in these scenarios. The credit tracking is stored in their databases where all data is monitored and secured. In the example of Equifax, the data was not stored well enough because after a security breach, the data of millions of Americans was leaked to public knowledge.

Read “Where Can I Get My Credit Score.” Then complete the following:

1. What is the simplest method suggested for finding out your credit score?
   1. The simplest way to access a credit score is through a credit service of by checking through a loan service. These methods are suggested because they are a no cost way to find a credit score. Accessing a credit score through a loan service has a small negative effect on the credit score, but it can be rebuilt over time.

**Part 3: An Inside Look at Worker Privacy with Company Data Collected on Employees**

Listen to the “Episode 536: The Future of Work Looks Like a UPS Truck” podcast. Then complete the following:

1. Data about work efficiency is not new or news. How does this show provide a unique perspective on the world of data collection?
   1. This show provides a unique perspective on work efficiency because it highlights the implementation of technology in the process of product delivery. This technology shows the company the location of a truck and how the company can improve efficiency of the deliveries. The podcast provides a perspective about the workmanship between machine and human. When human and machine work together, there can be large benefits. This podcast highlights the growth of technology in this industry and how it has grown for the company and the customer.
2. What does this podcast say about how much one minute of idle time per truck cost the UPS company?
   1. This podcast states that one minute per idle per truck costs the company $500,000 per year in fuel consumption.
3. What are some of the sensors being used on the UPS truck that are used to track performance?
   1. The UPS trucks are constantly being monitored to modify the implementations of the job to increase efficiency. The seat belt, speed traveled, sudden stops, doors being opened, reverse status, and engine are all monitored by the sensors on the truck. There are small solutions that add up to large changes over time that are provided by these sensors. For example, push-to-start engines and self-closing doors help keep deliveries short and time between deliveries short as well..
4. Describe the classic “Traveling Salesman Problem” and how does UPS try to solve the problem?
   1. According to the podcast, the traveling salesman problem is the question, “How do we deliver these packages in the shortest amount of time, in the shortest route?” This problem is complicated because each package requires a different amount of time because of traffic, property, and package size. UPS has tried to solve this problem by measuring and tracking the activities of the UPS trucks. UPS has provided the delivery drivers with tools and technology to make their jobs more efficient and easier. The company also creates the route through tracking and intelligent assumptions from previous data.
5. In your opinion, as a worker, you will be tracked by performance metrics similar to the UPS truck examples given in the podcast. Research on Google and describe three performance metrics that an engineer or software developer is commonly measured on. What are some positive aspects about being measured by metrics?
   1. In my opinion, being tracked as a software engineer is not a problem. I think that this accountability yields higher quality work and better efficiency. With this accountability, the quality of work is higher, and workdays are more productive. Some performance metrics of software engineers include lead time, active days, and efficiency. Lead days are the amount of days between the start of the product and the delivery to the customer. The active days are how many days the software engineer spends on the project, and the efficiency includes how many minutes and how much work is completed by the engineer on these days.
6. In your opinion, what are the negative aspects about working on a closely measured work environment?
   1. A negative aspect of working in a closely measured work environment is company culture. I cannot imagine that the highly measured employee is a joyful one. I think that it is important to keep company culture positive to boost employee morale and, in turn, boost productivity. A happy and well-appreciated employee is a highly productive one.
7. In your opinion, who controls the data in this situation? What consequences are there for those who do not have control of the data?
   1. In this situation, it is clear that the data collector is in control of the data. The data collector stores and measures the data. This data is manipulated to yield conclusions towards a company’s future. This data can be used by the companies to improve efficiency and create measures or regulations to ensure productivity and speed.

Reference

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