

Ethical Quandary	Retailer	Users	Other Businesses	Investors
1. Selling private information for business improvement	✓			✓
2. Disregarding privacy and taking data by monitoring web traffic	✓		✓	
3. Potential mishandling of personal data	✓		✓	
4. Privacy and Free Use		✓		

I chose the scenario where a retailer is selling a user's personal information to others for profit. In this grid, there are four ethical quandaries regarding this public case: selling private information for business improvement, disregarding privacy and taking data by monitoring web traffic, potential mishandling of personal data, and privacy vs free use. The groups that I have identified are retailers, users, other businesses, and investors.

Regarding retailers, they are involved in quandaries 1, 2, and 3. This is because they know the repercussions that hold if the data is harvested and mishandled. Despite this, the retailer will continue to do these in order to reach their own business goals and personal gain. Investors love retailers who sell their users data since companies that do will boost their revenue which is why they qualify for quandary 1. In fact, other businesses want to collaborate with other retailers who sell their users data since the data can help benefit their company by suggesting or recommending their products or services to targeted users which fulfill the quandaries 2 and 3. Regarding users, they have the right to choose privacy and free use. The other parties do not want to get involved since this will inhibit profits but the user can control the amount of information and personal data they provide to the retailer.