Caleb Gilbert Ethical Grid Rationale

This grid observes the ethical quandaries and systems affected in the situation of a retailer selling personal information for profit. I listed four systems. The first was the retailer sales system, which the retailer uses for selling product and accepting the personal data being discussed. The second was the Advertiser/seller system, which may be used by the buyer of the data to advertise to the customer. The third was the sociotechnical system between customers and retailers, which is the generic system of trust between the people and the retailers. The final system was the sociotechnical system between the people and the advertisers/sellers.

The first ethical quandary I listed was the idea of respecting confidentiality/privacy. This is generally something found in most fields’ codes of ethics. It is expected that the customer’s privacy is protected. In the case of selling personal information, which I assume is without consent for this analysis, the customer’s privacy is not being respected. This involves the retailer sales system and the sociotechnical system of people and retailers. The second quandary is that this retailer is using the customer’s personal data for money. The retailer is getting money for giving away the customer’s info, and does not care what happens to the data afterwards. This affects the retailer system and the buyer/advertiser system. The third quandary deals with the safety of the customer. Depending on the type of personal information, the buyer could potentially use the data to commit identity theft or other actions that affect the customer’s safety. This affects the buyer/advertiser system and the sociotechnical system of people and buyer/advertiser. The final quandary I considered involved the honesty of the retailer. If the data is being sold without consent, then the retailer is not being honest with the customer. This affects the retailer system and the sociotechnical system of people and retailers.