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SCENARIO #2: YOUR COMPANY'S CUSTOMERS' PERSONAL DATA

1. Identify the main ethical question or questions faced by the main character ("you") in the scenario. This will certainly include "what should you do?", but there may be other interesting questions to consider.

The main ethical question faced by the main character is the issue of customers' right to privacy and the violation of said right, as well as the conflicts that arise due to the contradiction between the main character's belief and the company's (sudden) change in values.

2. For each stakeholder (or category of stakeholders) in the scenario, identify the stakeholder's relevant rights.

Stakeholders of this scenario are the users of the app, the breweries, the main character, and the people working for Beerz. The relevant rights of each stakeholder group are as follows:

- The users of the app (the customers) have a right to privacy and to not have their data be for sales (anonymized or not).
 - The breweries have the rights to not have their customers count logged and sold.
 - The main character has a right to stand by their own personal belief.
 - The company has the right to collect data that will best aid them in ensuring a good user experience.
3. List any information missing from the scenario that you would like to have to help you make better choices.

Is the archivation of the old location data in the API's web log in direct violation of the company's previous policy of strict data scrubbing? Considering the fact that one might still be able to get old location data from web log and from GET parameters, the scrubbing of data is absolutely useless.

4. Describe your possible actions, and discuss the likely consequences of those actions.

If the main character feels strongly about their own personal beliefs and determines that their personal beliefs have been violated by the company's sudden interest in surveillance capitalism, the main character should advocate for their own beliefs and in doing so, advocate for the customers' rights. This may include convincing the CEO of the ramifications and the issues that will arise with the selling of data.

The main character can also quit their job.

The main character also has the option of going ahead and scrub the data *anyway*, but there probably will be economic consequences of this choice.

5. Discuss whether the ACM Code of Ethics and Professional Conduct offers any relevant guidance.

The ACM Code of Ethics and Professional Conduct offers some guidance on this. On 1.2. Avoid harm, computing professionals are advised to "follow generally accepted best practices unless there is a compelling ethical reason to do otherwise". There is no ethical (not even compelling) reason that will justify the bundling and selling of users' data, anonymized or not. To further this, section 1.6. Respect privacy states that computing professionals should take precautions to prevent re-identification of anonymized data or unauthorized data collection. If the company decides to collect data anonymously with the intention of selling them, this needs to be transparent to the users. The company needs to make sure that the user knows that this data is collected confidentially and sold to third parties while protecting anonymity (though this most definitely will lead to a backlash). 1.6. is very clear on what should be considered in this circumstance, as it asserts that "Only the minimum amount of personal information necessary should be collected in a system".

6. Describe and justify your recommended action, as well as your answers to any other questions you presented in part A.

My recommended action is to try and convince the CEO to allow the go-ahead of the data scrub. If failing to do so, quit.