

Ethical Quandary	Privacy	Cost Reduction	Previous Knowledge	Public Interest	Advertising	Security	Consent
Customer	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

Case: A retailer selling your personal information to others for profit

I decided to go with the first case where a retailer is selling personal information to others for profit. There are many angles to go from when looking into this case. The first ethical Quandary to look at is privacy. Now the privacy of the customer should be theirs to keep separate from company to company and in many cases, people do not want their data shared when they have no idea it is going on. Selling personal information does not help the public at all and hurts the trust we have in companies/government. When a company such as a hospital is buying this information and you want to use the hospital, they already have previous knowledge of you. This could affect your prices or hurt you in other ways by making other processes more difficult. Lastly for the negatives we have security. Sharing personal information such as birthday, ssn, and security question answers has a huge security issue. This makes the customer more vulnerable to attacks, epically if a company has a leak. These quandaries are unethical for the retailer.

Now onto the benefits of selling personal information. Most likely a cost reduction on goods and services will be implemented with the extra income pulling more customers and therefore information sold. When you buy something online or look at a product you are given ads that relate to the product, this can make shopping easier and can introduce you to new products/brands which is a good thing for all parties. Finally, the consent of the customer must be given to the retailer for anything to be lawful. However, this is a touchy because most of the terms of services/conditions are difficult to read for most and some might say required in most cases. This suggests that the terms are required for the customer to accept and if not accepted they cannot use special features or services, sort of blackmail.