For my case, I chose a retailer selling your personal information to others for profit. I chose to cover this case because I felt as this was an extremely relevant and important case in regards to how companies use our data currently. The first ethical quandary I chose was whether or not the data sold could violate HIPAA rights. An example of this would be if the said data is the purchase history of different medications, and if the certain medications could be traced to certain medical conditions that could then be sold to insurance companies, who later could adjust prices for you. The next one that I chose to cover was how this practice is beneficial to the company, because an argument could be made (not that I agree with) that the stakeholder's have a responsibility to make the company money, and selling data would be extremely profitable, whether it is right or wrong. The next two quandary's were concerning how selling this data could potentially improve the product and/or the overall experience for the consumers; I chose to cover this because by giving the company the benefit of the doubt, that data could be sold to get insights that would improve the overall product. I also covered who exactly the data is purchased by, because as I mentioned before, the data theoretically could be sold to an analytics company doing market research that could ultimately lead to lower prices or other benefits for the consumer.

The systems that I listed were the consumer-technology relationship, security of databases, algorithms/code used to create the product, websites, in-store tech, stakeholders making product decisions, and the engineers creating the products. I felt as consumer-technology relationship was an important socio-technical system, since if the consumer's trust in the technology they use is destroyed, the technology will no longer be utilized. The technical systems such as websites, databases, and in-store tech would all be important systems that would be affected in this scenario in various ways. The database would be affected in the sense that if a third party has access to the user data, that could open up the companies database to be exposed to even more individuals, possibly increasing the risk for a data breach. Also as we discussed in class, depending on the location of the server, the firewalls required might need to meet certain requirements and could be something affected. Similarly to the database, websites used for commerce would be affected since extra protocols would needed to be added in order to securely transfer the user data. Stakeholders are a socio-technical system that would be affected as well, since they would be the individuals ultimately making the decision to sell said user data. Not only do they have to make these decisions, their reputation with the public and/or employees of the company is also something at stake when it comes to selling user data. In similar fashion, the software engineers who have to create the proper technology/code would be affected, since they would have to make the moral decision whether or not to create this technology at the orders of the stakeholders.