Ethics in Data Analytics

Scenario 1: Customer loyalty at a supermarket is using shopping data to suggest products that a specific customer might like to purchase.

Pros	Cons
• Segmenting customers and recommendations	• Debit/Credit card data exposed

Scenario 2: Medical bodies (such as hospitals and government) are able to allow insurance companies to see your medical history and data, so that insurance companies are able to better price their insurance policies.

Pros	Cons
• May be able to get better value	• Health data can be sold to 3rd party

Scenario 3: Online maps use location data from users' mobile devices to figure out which restaurants are popular (i.e. by tracking how many people go to a restaurant through the use of GPS on people's phones)

Pros	Cons
• Customers can view ratings and comments to decide	• Privacy issues due to location tracking enabled