Regulating Internet Privacy Assignment

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September 28, 2021

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I will be answering the following questions. 1. What is your general assessment of cookie and related technologies that collect personal data about buying habits? Do they help or hurt consumers?

2. Is it morally acceptable for an employer to inspect the outgoing or incoming email of its employees? How would you define the scope of workplace privacy rights?

Question 1

For over a decade I worked as a Marketing Manager. I worked specifically in the with the media. Working in TV and radio, but our advertisers would come to us and promote their product/ message to our established audience. We would have to wait every month and pull new numbers, and pull up the demographics of our audience and then we would have to revise our list.

This list would then determine to our advertisers if that is the audience they want to target. The graphics would go from 18-34, male or female, city. We would then wait to hear back from these advertisers and see if they want to pick our station to spend money on. These radio or TV spots would run about $4,000 a month. They would get from 15, 30 or 60 second slots. This will also depend on the time and day they would run.

I was doing this for years, then the internet came around and Facebook and that's when I saw the advertising was shifting. It went from a company having $12k a month to spend on TV or Radio a month. To now spending about $6k in either Radio or TV, because they are not using the other $6k on interactive(web) or Pandora. So why am I telling you this? Because the web cookies are way more effective and way more precise.

What use to take thousands of dollars on specific radio or TV stations hoping that people would come into the company and buy a product. Now it takes minutes and now we target anyone in the world. As long as the company can ship a product their, they can get the voice heard. Its a little annoying at times, one time I went to REI website and for second I looked up some hiking shoes for a second. That's all it took, any and every website I would visit I would see those dang shoes I looked at for a min online.

It was just this little pestering little ad in the corner and all I would see is these shoes. Im a specific buyer. So when I shop I have the app on my phone and that's how I do my shopping. I don't go on Amazon and just mindlessly browsing and look at things to buy. Or I should say what useless thing I can buy. I talk to some of my friends and they do that. So cookies are perfect for those consumers.

Honestly, I don't feel like its hurting the business as a whole in fact its making them a lot of money. I use DuckDuckGo and that's the search engine I use, because I can customize it and block some cookies or it will tell me when a cookie are being used and if I accept them. I say no most of the time, I really don't like it.

**Question 2**

Who has privacy any more? I mean whether we want to admit it or not. We really don't have much privacy. The amount of information that people put out their on Facebook. Going back to your video. Yes I literally can put your phone number in and find all the places you lived in. I can see where you went to high School. There is so much information out there that we can find about a person.

At my work, I can go onto the firewall dashboard or in the admin Microsoft 365 and see all the traffic coming in and out via email. I can remote onto any computer in my organization and see what they are going at any given time. I can see the sites people have tired to go on our network and the firewall has blocked. With the IP address I can see which computer is coming from.

I mean honestly its insane the things an admin person can do with certain rights. I dont do those things unless I have too. I had to send out a company email saying hey get off the network if your going to be doing non work related stuff. I mean I cant stop people form checking their dating profile at work. But I can say hey just log off the WiFi if you.

We are getting to a point where I feel that people are wanting to get internet that it doesn’t matter of the cost. But also I feel some people ignore of the costs and dangers. So is there any real morals? Well if I can intercept and get that much information from people at work? What is going on when people are out in the public? Yes, there are some rights maybe for a work place. But in the end it seems that people are not really being educated on their rights.

They can say well I’m paying you to do a job for you to do. Prior to that job you have to do a background check, give your birthday, social, references, previous jobs, address, spouse, kids, I mean that is pretty much everything. What else do you have left to give that isn't private at that point?

Conclusion

Cookies are just going to keep getting sweeter and if you want to protect yourself at work. Keep work emails professional as if they are looking at every email you are sending. Before for you know it, these companies are going to put that in the terms of conditions when you sign up to work. That they may or may not look at or read your incoming and outgoing emails.