

Ethical Quandry	Databases	Servers	Web Page	Targeted Advertisements	Market Potential Data
Selling Customer Information	X			X	X
Collecting Customer Information	X	X	X		X
Not Notifying the Customer Their Information is being sold		X	X		
Sensitive Information being collected	X	X	X	X	X
Customer gets ads to related products based on their product purchase history	X	X	X	X	X