

Grid Summary

The public case I chose is “A retailer selling your personal information to others for profit.” The first ethical quandary is Upholding Customer Consent and I believe the retailer’s system and customer email, social media, and advertisements towards the customer are affected because, either knowingly or unknowingly, the customer gave the retailer consent to use the information they gather through their system. Upholding Customer Privacy is another ethical quandary similar to customer consent but it is possible that the retailer is getting customer information when the customer uses the retailer’s system(website, app, etc) through their personal computer or cell phone. Selling Customer Data is the most unethical and controversial quandary, and involves the customer, retailer, and the third party who is buying customer information. The customers’ emails and social media would be easily targeted and buyers would create targeted advertisements for each customer.

This case brings up the principle of product and if it is meeting the highest professional standards possible and I think both the retailer and third party system are not being held up to the highest standards. Their products lack integrity and create distrust within the public and it falls on the responsibility of the management. Leadership/management of the retailer and third party are both to blame for acting unethically and selling/using customer information for profit. Lastly, the retailer and the third party are not acting within public interests because customer socio systems like email and social media are vulnerable. As mentioned earlier, specialized ads will be made for customers using their information which was never the customer’s interest.