

What Amazon Knows About You

Look at the Excel file titled “What Amazon Knows about You” which describes the information that Amazon collects about its customers from their interactions, as well as from other sources. Part B of the Excel file lists the specific kinds of information that Amazon has (e.g., name, address and phone number). For each kind of information, use the template provided to answer three questions:

1. Does Amazon have this information about you? (Yes or No)
2. If yes, how much does this concern you about your privacy being at risk? Enter a number from 1-5 where 1 = not at all, 5 = very much
3. Briefly identify a possible business value of this information for Amazon

Copy and paste your responses of the 15 rows and 3 columns in a new Excel sheet. Click “save as” and save it as a csv file called “student.csv” Please upload the student.csv file to this assignment.