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**Comsats University Islamabad, Vehari Campus**

Professional practice

Assignment #03

**Subject Teacher:**

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**Submitted by:**

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**Topic:**

* **Ethical chalanges**

**1. Key Ethical Challenges**

**a. No Clear Information :**  
 ShopSphere collects personal data like what people search, buy, or post on social media. But users may not clearly know what data is being taken or how it is used. This can make people feel unsafe and lose trust in the company.

**b. Danger of Data Leaks :**  
 Because ShopSphere stores a lot of user information, there is a big risk that hackers might steal it. If that happens, users' private and money-related data can be misused, which can harm them.

**2. Simple Recommendation :**

ShopSphere should write a clear and easy privacy policy that tells users what data is collected, why it is collected, and how it will be used. Users should be asked for permission before their data is used. Also, the company should use strong security to keep the data safe from hackers.

**3. My Opinion :**

I think using big data is okay if ShopSphere is honest and protects user data. If they tell users the truth and keep their data safe, then it is good. But if they hide things or don’t protect data well, then it is not right.