

One of the big ethical issues that arises with the collection of user data is what is done with that data. I think a big thing is if this data is sold or stolen during a data breach. When this happens all your private information is now in someone else's hands, and you don't know what they will do with it. This is something that does happen frequently which is why I am very careful with the information I enter into websites and other such things. Another thing they can gain aside from your personal info is things such as passwords and emails. Since a lot of people use the same passwords for different websites people can gain access to things, you'd want to keep private such as bank info, medical info, etc. Thankfully most sites and companies have protocols that require more information and is a lot harder to breach into. But that again raises the question, what information are you giving to different companies and how much are you giving. A collection of data from different sources will result in a variety on information. I think best solution is for people to be aware of the data they are inputting, another thing is companies being as clear and open about where the data we give is and how its used. Another thing about data being sold and being available to many people is the effect it can have on those people. This can lead to harassment and potentially even affect your career if people find out something you thought you had kept private. Data privacy is a thing we should all have and not have to worry about it being breached. I know a lot of big companies have constantly changing security and data privacy protocols, but there are plenty that don't do enough in my opinion. Which is why I believe that for now the best thing to do is be very careful when giving out our data.