

Personal reflection and evaluation of potential and assumed ethical issues of the mass aggregation of user data and the proposed risks and choices suggested

A privacy conscious persons perspective on the topic of data privacy in general is potentially heavily biased and difficult to relate to for the average person. The average person is unlikely to know they are being taken advantage of for the monetary value of their data, this should not be confused with them being unlikely to care about it. Taking a closer look at this issue it can become clear that the company's in question are not just neglecting the ignorance of their users concerns for data privacy, they are outright ignoring it. An important difference to be made here is user to user privacy and user to 3rd and 1st party company privacy, for example Facebook may do a lot for user-to-user privacy in account settings. But they are known for poor privacy with user data being used for internal advertising on their platforms and potentially illegal data collection practices for these purposes, even though Facebook user to user privacy may be an open and available feature on their apps and platforms, their data collection policies are hidden behind greyed out text links in paragraphs of similar looking text and take you to another website with entirely different formatting this is a clear sign of neglecting the topic, this can be seen by visiting facebook.com or Instagram.com sign up pages. For their applications its further buried away in the relevant applications entry on app stores. The implications of this are that the user is unlikely to understand what information is even being collected let alone stored and used and often given a confusing false sense of hope on the matter.