Use Case: A retailer selling your personal information to others for profit

	Intellectual Property Rights	Computer Misuse	Confidentiality	Competence
Ethical quandry	X	X	X	X
Method of data capture	X	X	X	
Database			X	
Servers			X	
Customers privacy		X	X	
Trust between the users and the retailer	X	X	X	
Back to back contact to facilitate dealing of data sales			X	

The grid that I made consists of ethical quandaries that are used to evaluate different components of sociotechnical and technical systems. First, we see a sociotechnical system where there is a trust layer that is established between the users/customers and the retailer. The users have to trust the retailer in order to input their personal information. The retailer is trusted to keep that data safe and within its data warehouse. Next, we see back to back contact to facilitate dealing of data sales, which is a technical system. So we see the ethical violation occur in the transaction of selling the data to another company. The users did not opt to have their information sold to another entity, therefore, we see a violation of ethics.

The method of data capture also can be a bit spotlighted in the context of ethics in that there are ways to obtain data that aren't by the users' intention. The user interface can be subject to misuse as well, but in the context of the dilemma, "A retailer selling your personal information to others for profit", there is no point that which an ethical quandary must be evaluated since the component is not directly responsible for handling the data or the transactions between the two parties agreeing to sell the data. This also applies to the servers.