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ITSE 1450

Module 9 Ethics Quiz

I agree with the database manager's stance rather than the marketing director's. While the legal interpretation might technically allow for sharing data within Worldwide's divisions, it disregards the spirit of the privacy promise made to the customers. The customers' perception and trust are paramount; if they believe their data is safe within just Tip Top Toys, utilizing their data without explicit consent could be seen as a breach of trust. It's essential to uphold not just the letter of the privacy policy but its spirit as well. Therefore, customers should indeed be given the option to consent to their data being shared across Worldwide’s divisions, ensuring transparency and maintaining customer trust.