

### **Case Study: Inappropriate Use of Surveys**

The inappropriate use of data has a huge impact on both the ethical and social aspects of our community. The Cambridge Analytica scandal was one of the largest illegal data processing for profiling and monetary gains.

With the usage of an application called “This Is Your Digital Life” Cambridge Analytica collected and sold data from approximately eighty-seven million Facebook accounts without the consent of the users (BBC, 2018).

Additional illegal data processing through surveys occurred from the AggregateIQ company and Vote Leave in 2016. Both companies did not properly explain to the users that their data might be shared with third parties, resulting in a breach of the Canadian Personal Data law.

Not only data breaches and shady data processing are illegal by a number of data processing regulations, but they also have a major impact on the social aspect of the involved companies. Companies that were once part of a big data breach, will always carry it in their history. Furthermore, it is harder for companies to gain back the trust of the affected customers and survive.

Companies that do not fully comply with data regulations create ethical dilemmas for computer professionals. Will a computer professional deny an action if requested from the management?

## **References:**

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