**How is the Church using Big Data to build the kingdom and gather Israel?**

The Church uses platforms like FamilySearch to organize billions of historical records for temple ordinances. Missionary tools like the Area Book Planner App analyze data to optimize outreach, while member data helps leaders allocate resources. Personalized tools like Gospel Library improve spiritual growth.

**What types of data about you are stored in databases?**

Personal information, browsing history, purchase records, social media activity, biometric data, and location tracking are common examples.

**What type of data do companies like Amazon, Instagram, and Google store about you?**

* **Amazon**: Purchase history, browsing activity, and delivery details.
* **Instagram**: Posts, likes, comments, and ad engagement.
* **Google**: Search and location history, YouTube activity, and emails.

**Impacts of Data Sharing**

* **Positive**: Improved personalization and seamless access to services.
* **Negative**: Privacy concerns, data breaches, and manipulative advertising.

**Impact of the Misuse of Big Data**

Misuse can lead to privacy violations, identity theft, and societal distrust, as well as biased decisions in hiring or lending.

**Ethical vs. Unethical Uses of Big Data**

Ethical uses include medical research and disaster response, while unethical uses involve selling data without consent or spreading misinformation.

**Responding to Unethical Requests**

I would refuse, report the issue, and consult ethical guidelines to ensure proper action.