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10/9/2024

CPSC 315

Mobile App Analysis

There are so many mobile apps that keep in track of your data and how we use the data. I use Instagram a lot. Instagram keeps track of my birth date, my location, my search history, and my device information as stated in quora¹. Instagram also keeps in track of my usage patterns. It doesn't ask for my home address but it can find my home address via my usual location where I'm at most the time. Instagram does share data with various third parties including advertisers. I haven't performed a single transaction on instagram and because of this my financial data such as my bank account hasn't been shared. Instagram can violate my privacy in many ways such as gathering my private information about where I live, it can share my interaction patterns with other people in which it can be uncomfortable when it tracks my data on where I am, and I have a feeling that I'm being stalked. Instagram shares all this information with advertisers so advertisers can make money, it helps them improve their products , it also helps all their businesses grow. Instagram also provides information on all of their user's demographic and interest information, because of this they are using me as a statistic so they can use it to know how to grow my business. These third parties instagram shares the data to are analytics partners, affiliates, service providers, advertising partners, and law enforcement. They use cookie data to share it. Some things and ways instagram share data is ethical while others are not like sharing your location is considered unethical because it violates your privacy, it won't let you be yourself. Instagram violates the "right to be left alone". Instagram violates the social contract theory by not leaving you alone and the social contract states that you have to be left alone, and

instagram doesn't leave you alone because it shares your data. Instagram requires users to follow utilitarianism, like all users must follow guidelines and think before they post because whatever you post on instagram will stay there forever and it can't go away. Utilitarianism requires you to follow behavior for the better of mankind, like Instagram requires you to be on your best behavior³. I would still continue to use this app because it motivates me to use social media properly and safely, it motivates me to follow all of instagram's guidelines, it helps me make better decisions when posting on instagram. The app aligns with the ethics theories we discussed in this chapter in so many different ways, it helps use follow Utilitarianism where we must make better decisions when using instagram, but Instagram violates the Social Contract Theory, because it shares our private information like our location, there are a equal amount of benefits and disadvantages when using Instagram. Due to the lack of the social contract theory, there is also Utilitarianism that the users must follow. A recent example of consumer backlash over unethical data collection occurred in early 2024 with the Trello platform; over 15 million email addresses tied to Trello accounts were leaked on a hacking forum due to an unsecured API⁴. The exposure of personal information without user consent led to a significant backlash, raising concerns about Trello's data security practices. Many users were outraged, especially because Trello, a widely used project management tool, failed to protect sensitive user data adequately, violating privacy expectations⁶. This incident highlights the broader issue of companies failing to safeguard personal data, which can severely damage consumer trust. This incident also violates the social contract theory, Instagram always leaks private data information like our email addresses all the time and because of this it violates the social contract theory similar to how instagram violates the social contract theory. Instagram can improve its practices by requiring the users consent on whether or not to share their email addresses with third parties,

they should include an option on whether or not their email address should be sent so that it would not end up like trello, they should have more secure APIs so that it would be safe for them to use.

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3. Internet encyclopedia of philosophy. (n.d.). <https://iep.utm.edu/util-a-r/>

4. Binder, M. (2024, July 30). *Trello leak: Over 15 million email addresses exposed. how did this happen?*. Mashable.
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5. Abrams, L. (2024, July 16). *Email addresses of 15 million Trello users leaked on Hacking Forum*. BleepingComputer.
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6. *What happened in the trello data breach?*. Twingate. (n.d.).
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