

### **Exercise 4.1 - Systems Theory**

I wrote my grid so that in the first column there is a list of different people who can be involved in this ethical issue. The first listed is the consumer, who would be buying products from the retailer. Next is the general public, who isn't necessarily buying the product. The next two are the general overall companies for the retailer and the company that is buying the information. And the last two are the administrators of these two companies, so people with higher authority than just anyone in the company.

The next column is the system which is the retailer's database full of consumer personal information. The next is the database of the company that buys the information. These two only affect their companies and are not reachable by anyone else. The next column is the action of a consumer purchasing from the retailer, which involves only the consumer and the retailers company. Next is the selling of information, which only involves the two companies. The last I included was getting targeted ads from the sold personal information, which would affect the consumer, public, and the second company.