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1. Main ethical questions:
   ● Should I maintain my own personal ethics and prioritize the privacy of Beerz customers or follow the CEO's suggestion of monetizing location data for profit?
   ● How do you balance profitability while maintaining ethical practices pertaining to user data?

2. Stakeholders and their rights:
   ● User
      ○ As supported by the US Supreme Court, there is an implied right to privacy written into the US Constitution. How this relates legally to personal data collection is somewhat of a grey area, but in general, users *should* be able to assume that they have a right to privacy when pertaining to their personal data.
      ○ However, their data will be used as stated under the original privacy policy, so whatever that document says holds a lot of power.
   ● Beerz
      ○ Right to generate profit as a business
      ○ Right to pursue more profitable business models
      ○ Right to store/use user data in compliance with US law and their user-agreed upon privacy policy
   ● Me
      ○ Right to do my job without violating my own personal ethics
   ● CTO
      ○ Right to maintain the original vision of privacy within the company
      ○ Responsibility to raise concerns surrounding privacy with the CEO
   ● CEO
      ○ Right to explore profitable avenues for the business
      ○ Responsibility to ensure that Beerz conducts itself in an ethical manner

3. Missing information:
   ● What was the original privacy policy that users agreed to when signing up for the app, if any? It would be quite difficult to argue against a change in the use of user data if there was a very broad or no agreement on the use of user data between the user and Beerz. If such a document exists, and outlines the scrubbing of data, Beerz would have to notify all users of any change, and have them re-agree to this policy before continuing with their new practices.
   ● Can the data truly be anonymized effectively? The CEO proposed that the location data being sold would be fully anonymized in order to preserve ethics, but is this really possible? If not, will Beerz move forward with the proposed changes to user data practices?
   ● Are there any legal restrictions or regulations that must be adhered to regarding the collection of user data? If so, how does Beerz intend to ensure that they follow those restrictions/regulations?

4. Actions and likely consequences:
   ● **Action:** Raise concerns to the CEO, and advocate for sticking to the original policy surrounding user data.

○ **Likely Consequence:** This would almost certainly cause friction both between the CEO and myself, and between me and other developers. In the worst case I could be fired for challenging the CEO, and in other cases I may just reduce my odds of promotion/getting a raise. Also, internal strife between developers and upper level management is a recipe for disaster. Startups are almost always teetering on the edge of collapse, Beerz doesn't need more ways to fail.
● **Action:** Don't say anything and follow the CEO's plan
  ○ **Likely Consequence:** This would produce a breach of trust between Beerz and the user and potentially violate the client user agreement. Beerz might lose a significant amount of customers, and possibly end up violating the law in a significant enough way that causes them to be sued. Most importantly, it would violate the implied privacy rights of users.
● **Action:** Work with the CTO to confront CEO
  ○ **Likely Consequence:** This would also cause internal strife within the company, but these concerns may be better received coming from a higher level executive than from a simple developer. It is still possible that I would be fired, but it seems less likely.
● **Action:** Work with the CTO to come up with a compromise solution, such as offering users an opt-in option to data sharing.
  ○ **Likely Consequence:** This could be strenuous on app development if different users are under different data privacy restrictions. Additionally, this would reduce the potential revenue of the data-mining scheme.

5. ACM code of ethics discussion:

There are numerous sections from the ACM Code of Ethics and Professional Conduct which relate to this ethical dilemma. First, the overarching question of "does this contribute to societal and human wellbeing?" is certainly at play in this scenario. The contribution to society from the collection and usage of user data for profit is quite minimal as it increases capital for a select few individuals, while harming many in the process. The act of breaching users' privacy to obtain and sell their location data most definitely detracts from societal and personal wellbeing. Additionally, the modification of company policy towards user data could easily break trust between the company and user. If Beerz tries to perform the collection without user knowledge/consent, the ethics of Beerz as a company would be seriously compromised, and almost certainly seriously called into question by the public once brought into the limelight. Secondly, the section concerning privacy emphasizes that steps need to be taken in order to ensure maintained anonymity of user data being distributed to prevent re-identification. Finally, one important principle outlined by the ACM code of ethics is to ensure that public good is the central concern during all professional computing work. Even if the data is collected and sold completely anonymously, it is quite difficult to justify the practice of selling user data as aligning with the central concern of the public good.

6. Our recommended action:

We believe it would be unrealistic to completely talk the CEO out of collecting user data for profit, but also nearly inconceivable to sacrifice all personal ethics in order to follow their new vision for the user-data revenue stream. While it is the responsibility of a CEO to ensure Beerz user data practices are secure and in accordance with the law, it is also the responsibility of a CEO to provide shareholder value, and to maximize profits. A realistic solution would be to work with the CTO to

formulate an ethical compromise to be presented to company leadership. For example, having an opt-in option for data collection which is extremely specific about what data will be collected, and how anonymity will be ensured could be an ethical solution while still opening this new stream of revenue. Of course, this would require extensive work by developers, lawyers, and executives to produce this change, but in the end it would produce a product that is both profitable and ethical.