

I selected the scenario about a retailer selling your personal information to others for profit. I picked this one because it seemed like a scenario in which I've probably played the role of the customer. I'd be shocked if somewhere along the way, my data wasn't being sold to companies. I also think it's interesting to think about because I hate the idea of people profiting literally off of other people.

I felt like there were three main ethical quandaries involved in this situation. The first was the retailer collecting your data. I'm sure they disclose what they collect in fine print somewhere, but I still wonder about the ethics of collecting customers' data. If it was solely to better serve the customer or tailor recommendations, I could see the good. I am fairly certain, though, that there is more emphasis on profitability than the customer experience. This seemed like an issue involving the customer, retailer, and of course the actual data being collected. Next, I considered the process of the retailer selling your data. This still involves the retailer and your actual data, but you are now removed from the process. Finally I thought about whoever the third party is that's purchasing your data. What are their intentions? Now you're even farther removed from the exchange, but your data is still central to the operation.

Ethical Quandary	Customer Management	Staff Management	Data Management
Retailer collecting your data	X	X	X
Retailer selling your data		X	X
3rd party buying your data			X