

****Identify the main ethical question or questions faced by the main character ("you") in the scenario. This will certainly include "what should you do?", but there may be other interesting questions to consider.****

The main ethical question in this scenario revolves around the handling of users' personal location data by the Beerz app. The key questions to consider include:

1. Should you comply with the CEO's request to delay data scrubbing and potentially monetize users' historical location data, even though it contradicts the initial promise of protecting users' data privacy?
2. Should you use archived web logs to extract old location data, knowing that this would compromise user privacy and potentially violate their trust?
3. How can you balance the ethical obligation to protect users' privacy with the potential financial gains from selling anonymized location data?

****For each stakeholder (or category of stakeholders) in the scenario, identify the stakeholder's relevant rights.****

Stakeholders and their relevant rights include:

1. ****Users****: Users have the right to data privacy and security, as promised by the company. They also have the right to be informed about any changes in data handling practices.
2. ****Company****: The company has the right to pursue financial opportunities, but this must be balanced against the trust and privacy rights of its users.
3. ****CEO****: The CEO has a duty to maximize the company's profitability but should consider the ethical and legal consequences of their decisions.
4. ****Development Team****: The development team has a responsibility to build and maintain the technology as per the company's vision and policies, but they should also consider ethical implications.
5. ****CTO****: The CTO must ensure the technical aspects of the project align with the company's ethical commitments.

****List any information missing from the scenario that you would like to have to help you make better choices.****

To make better ethical choices, we would need more information about:

1. The legal landscape: Understanding the legal requirements and implications of selling anonymized location data, as well as the consequences of not adhering to data privacy regulations.
2. User sentiment: Insights into how users might react to the proposed changes in data handling, especially if they find out their data is being sold.
3. The potential financial impact on the company: A detailed analysis of the revenue that could be generated by selling location data, and the company's financial stability.
4. Alternatives: Exploring alternative revenue sources or business models that do not involve compromising user data privacy.

****Describe your possible actions, and discuss the likely consequences of those actions.****

Possible actions include:

1. ****Comply with the CEO's request****: This action may lead to financial gains for the company but could breach the trust of users, potentially resulting in backlash, legal issues, or loss of customers.
2. ****Resist the CEO's request****: This action would uphold the company's initial promise of data privacy but might create tensions within the organization and potentially limit the company's revenue potential.
3. ****Seek a compromise****: Attempt to find a middle ground that preserves user data privacy while exploring revenue opportunities that align with ethical guidelines.
4. ****Consult with legal experts****: Get legal advice on the consequences of selling location data, helping to make an informed decision.

****Discuss whether the ACM Code of Ethics and Professional Conduct offers any relevant guidance.****

The ACM Code of Ethics and Professional Conduct can provide relevant guidance in this situation, particularly with respect to the following principles:

1. ****Contribute to society and human well-being****: The code emphasizes that professionals should consider the broader impact of their work on society. Selling user location data for profit might conflict with this principle, as it may not contribute positively to human well-being.
2. ****Avoid harm****: The code stresses the importance of minimizing negative consequences. Selling user data without their informed consent could potentially harm users by compromising their privacy.

3. **Honor commitments**: The code requires professionals to be honest and transparent. Upholding the promise of data privacy made during the company's inception aligns with this principle.

Describe and justify your recommended action, as well as your answers to any other questions you presented in part A.

I recommend taking a principled stance to preserve user data privacy and honor the company's initial commitment. The initial promise of the company to protect user data while it is in their possession is a crucial ethical commitment. Selling user location data without their informed consent, especially after explicitly stating the opposite, would be a breach of trust and potentially lead to harm to users.

My recommendation aligns with the ACM Code of Ethics and Professional Conduct's principles, particularly those related to contributing to society and avoiding harm. It prioritizes the well-being of users and the ethical integrity of the organization.

To implement this recommendation, engaging in open and honest communication with the CEO and presenting the potential consequences of their proposal would be necessary. Additionally, seeking legal advice on the matter would help ensure the company's actions are in compliance with legal and ethical standards. Ultimately, it is essential to balance financial considerations with the ethical and legal obligations of the company, with a focus on maintaining user trust and data privacy.