For my ethical quandaries, I thought about what we discussed in our group and in the lecture. It really depends on what kind of data is being passed and whether the customer has been informed. The other columns that I included was based on the parties involved, technical systems, the law, and who could be benefitted by receiving the information. I marked the x-s where I thought would be impacted (negatively or positively).

The customer is affected by each ethical quandary because their data is the one in question. The staff is the affected by informed consent because it may be their job to inform in the future since they are the ones interacting with the customers. The data management system deals with all of the data – what the data actually is, if it is identifiable, and who is receiving the data. Security is related to data management, especially the identification portion. Legally, there is no law concerning the informed consent piece, but it is highly encouraged for businesses. There are more laws about identifiable data – I x-ed informed consent because it’s beginning to expand. Finally, the product development system would be related to the type of information given, the demographics of the data (de-identified or not, it can be unethical to even use it), and they would be the ones receiving the data which could help with sales.