**Think back to what you've learned so far about ethics in Machine Learning and data management. Use this and the Zuboff documentary to respond to the following question: Are our expectations about what is ethical online versus offline different? Answer in 1-2 paragraphs**

Our expectations about what is ethical online vs. offline are indeed different. Offline, if you think about privacy in terms of protection from the view of other people, you probably would never allow someone to have a constant view of you and collect information. And yet, many of us do this every day, allowing companies to collect our physical data through cameras and microphones, not to mention other kinds of data. It’s very likely that you would never allow a stranger to collect your behavior patterns, for example, but with the rise of new technologies that make things more convenient for you, a lot of people have taken this “opportunity,” not realizing that perhaps they were the ones on the losing end of the deal.

Imagine if a random stranger offered to come to your house and turn on/off the lights for you, keep the thermostat at the right temperature, and check who’s at the door if someone rings the doorbell, even if you aren’t there yourself. This all comes with a small caveat of them recording data about you. You would probably refuse this “kind” offer, wouldn’t you?

‘Ah, but it’s not a random stranger,’ you might think. ‘Nor is it a person. It’s Google! I know Google very well, so it’s okay if they take my data, right?’

But do you really? Do you really know Google, Amazon, or whatever other company that made this system that well? Do you know what they do to your data? No, you probably don’t, and if you did, you likely wouldn’t have put their system in your home.

What flies online probably wouldn’t go so well in person. So why do we keep putting ourselves down? Why do we give up our privacy, our personal space? For the sake of our convenience? Is it really that important?

Well, for many people, yes. So you need to ask yourself, should I allow this company to take my data? To do who knows what to it, to sell it to whoever they want? Should I put their technologies in my home for the sake of convenience if it means my privacy disappears?