The spreadsheet illustrates the ethical quandary of a retailer selling personal information for profit and identifies the potential impacts on various systems, such as technical and socio-technical systems. This practice raises concerns related to privacy violation, data security breaches, erosion of trust, exploitative practices, and unfair commercialization. In terms of technical systems, data security and privacy mechanisms within the retailer's infrastructure are directly affected. However, the socio-technical systems are equally important, as this action can lead to a loss of trust between consumers and businesses, potentially altering purchasing behaviors. Legal and regulatory systems governing data protection may also be challenged by such practices.

This case can raise an interesting ethical discussion as data harvesting is on the rise. There is an important discussion to be had on who owns your data: is it those who have collected it from your activity or is it yours because it is information about you. Pretty much anywhere you go online, they are collecting data about you, either to alter the site to a more personalized experience, or to sell so other companies can better market to you. What should the restrictions be, if there should be any restrictions at all? Is the terms and conditions enough, or should places be more transparent about what information they are collecting? It's an important conversation to be had.