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My grid is for the case of a retailer selling personal information to together for profit. I included ethical quandaries of the buyer, the actual data sold, anonymity, knowledge, profits, data leaks, and the usage of the data. Systems include data housing, economy, secure information entities, and social systems. Buyer refers to the entity obtaining the data, data sold is the contents of data, anonymity is whether the identities of data originators is revealed, knowledge row refers to the awareness of the data's originator of the fact that their information has been sold, profits include any value obtained from selling data, leaks are the potential for data to be revealed unintentionally, and usage is the way data is utilized after sale. Data Housing systems are collections of entities such as analytics groups that hold the information. Economy refers to the economic systems at play when data is bought and sold. Secure information systems are entities like the government or others that may require a level of privacy due to legal or security implications. Finally, social refers to the social systems affected when data is bought and sold.

Data Housing Systems incur all the ethical quandaries, as they are directly involved in the buying and selling of data, and thus at risk for any concerns. Economic systems are affected by the buying, data sold, and profits due to their role in transactions, as well as the usage of data as this can have an impact on the economy. Security Systems are directly affected by the data sold and anonymity of those in their systems. Data leaks may be detrimental to their operations and the usage of data may also compromise their overall purpose. Social Systems are affected by anonymity and knowledge quandaries, as well as usage of data to influence the behavior of users.