

## TASK 4

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1. Some employees may succumb to pressure from their higher ups to complete projects that they may find dangerous. Such an example is scientists recruited by the military in order to make weapons.
2. Groupthinking would be starting a company with good intentions to help the world and when the company becomes famous and a lot of other people are involved the vision of the company changes and does unethical acts. A good example would be Facebook, it started by making communication easier and nowadays information of people that use it is being sold for easy profit.
3. An example of suppressing knowledge that the public needs would be knowing that a database of a company that stores crucial information about their clients has been breeched and hiding this information from their clients to not get in trouble and lose money and trust.
4. Hiding a conflict of interest could be something simple as hiring an unqualified relative to provide services your company needs, or starting a company that provides services similar to your full time employer.
5. Often, features of a product get misrepresented and exaggerated to increase the appeal of said product and its perceived value to the consumer, ultimately leading to a purchase or even better, a subscription without "technically" being a total lie.
6. Many organizations falsify data in order to sell more products. This could be a case of an antivirus software, where the marketing team says that 9/10 security experts recommend their product, when in truth, 9/10 security experts that were asked about this software said that "it seems alright".
7. Misleading visual material is often used in the advertisement of new products to coerce the consumer into making a purchase.
8. Stealing IP and using reverse-engineering can prove very profitable since cheap "knock-offs" can be made that imitate the function and features of the original, to varying degrees of accuracy of course, and thus have similar value to the consumer but without spending a lot of money on Research & Development and Designing, thus increasing profit margins greatly.
9. Personal information is very valuable to companies because among other uses, it can provide grounds for accurate targeted advertising which drastically increases profit for the advertiser, the platform that the advertisement is placed on and at the same time making the end-user experience much more pleasant.
10. Personnel is required to communicate via integrated mailing systems and are not allowed to use any other means of sharing information, which can easily be tracked by the supervisors of a project and the beneficiaries.