

Software Engineering- Module 4.1 Written

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On the topic of ethical concerns after a company purposefully distributes its customers' data to other groups for profit: although there are a very large number of effects, too many to list, the greatest and likely the most important impacts are those to the users (customers who use that retailer / website). If it becomes a matter of public discourse, then it might also cause other users (public) to avoid using that service if they're concerned for their privacy.

If users of the public began to avoid using that service, then the company in question would begin losing customers (possibly to other companies) and thus lose profit. If there's general unease toward online services in general because of this, then other companies might also lose profit. If the company's use of data violated what the customers signed up for, then it could also lead to a lawsuit of that company which could have much more drastic impacts for it in the future. Court actions could also create precedent for other lawsuits later on, and thus influence actions or leniency on how much data a group can gather inconspicuously from its users without facing repercussions.

Software engineers could also be affected by precedent such as this, since development of data gathering software or existing functions of company software that previously incorporated that type of monitoring may need to be changed and avoided in the future to prevent that type of data gathering and distribution.