* A retailer selling your personal information to others for profit

A retailer selling your personal information for profit would be unethical because it could reveal personal information such as medications you may pick up regularly. This could reveal a medical condition which could lead to discrimination from potential employers who have access to this information through unethical means. Products that a person buys could also be tracked to reveal personally identifying information or political affiliations which could give the buyers the ability to be selective and discriminatory about their clients/employees.

Another reason it is unethical for retailers to sell you personal information is that regardless of legal status, most customers will be unaware that they are being exploited in this way, and the ones that are aware may be forced to drive long distances in order to get items they need without being tracked by unknown information buyers. This may be impractical or impossible in some cases if the costumer does not have the necessary access to other stores or long distance transportation.