



MINICASE: BUSINESS ETHICS PROGRAM

Topic: Data Privacy and Corporate Responsibility

Lisa, the CEO of a rapidly growing tech startup, had just returned from a tech conference where data privacy issues were a hot topic. The company had developed an innovative app that utilized user data to personalize experiences, but there were concerns about how user data was collected and used.

During a strategy meeting with her leadership team, Tom, the Data Analyst, presented the latest user engagement statistics, showcasing the app's success. However, Rachel, the Compliance Officer, raised an important issue: the company's data collection methods were compliant with existing laws, but they did not align with best practices in data ethics.

Mark, the Marketing Manager, suggested that enhancing the app's features through more aggressive data collection could lead to increased profits. Lisa was torn. While the prospect of higher profits was tempting, she was also aware of growing public concern regarding data privacy and the potential backlash if the company was perceived as unethical.

Lisa couldn't shake off Rachel's warning. As discussions continued, she felt a weight on her shoulders—was the company's rapid growth worth potentially compromising user trust?

Please answer the following questions:

1. What Are the Ethical Issues?
2. Who Are the Stakeholders?
3. Identify the ethical framework for Mark and Rachel. Justify your answer.
4. What Are the Possible Alternatives?
5. How are ethics and law different from one another? Attempt to respond based on the case ?