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September 26, 2019

DB #5 Ethical Dilemmas

Legal & Ethical Aspects of RCO

Melinda is a real estate agent who is lives in a small town with hopes to branch off to bigger cities to buy and sell real estate properties. The publicist that Melinda has hired to help her get her name out there has built her website promoting her business. She has even had a film crew make a advertisement video including children playing on a neighborhood playground at one of the neighborhoods Melinda plans to buy and sell homes in and placed it on the website and on local TV stations. She thought that if people saw the kids playing in a safe place in the neighborhood, it would attract them and make them want to live there. While the kids are in the background playing, Melinda’s voice is speaking stating how safe the neighborhood is, how affordable her services are, and how there is a school two blocks from the neighborhood. However, Melinda had no idea that her publicist was making this video with her voice on it and the kids in the background playing. The parents of these kids have not given their informed consent and now when they see the video, they may want to sue Melinda for advertising her business with their kids being recorded unknowingly.