Business Ethics – Week 6 Assignment

Discussion Analysis

Please review the DQ forum for this week. Select 2-3 postings from your peers to analyze in your personal assignment response. For your personal assignment this week:

Write a 1-2 page summary on your analysis of the discussion comments and how you believe this content has increased your ethical self-awareness. Please include alternatives, analysis, application, and action.

The assignment should be submitted as a Word document and APA format is required. The title page and reference page are not counted in the 1-2 page requirement.

*\*Please remember to include your results from this assignment on your ethics portfolio for the final project.* *The dropbox will be in Week 8.*

[View your assignment rubric](https://content.grantham.edu/academics/01_Instructional_Designers/WrittenAssignmentRubric.htm).

**FIRST CLASSMATE RESPONSE CHRISTIAN**

**Christian Albrecht**

**Week 6**

[**COLLAPSE**](https://grantham-saas.blackboard.com/webapps/discussionboard/do/message?action=list_messages&course_id=_12755_1&nav=discussion_board&conf_id=_16376_1&forum_id=_140943_1&message_id=_3757332_1)

Top of Form

Google is without question a great company to work for and produces some of the most innovative products and services in the world.  It was also inspiring to read about all of the ways that they give back to the community and their dedication to protecting and preserving the environment.  All of that being said, it is hard to argue the facts surrouning their complete disregard to privacy.  As the case study mentions, it's not just Google that is violating consumers privacy, but rather it seems to be an industry standard (Ferrell, Fraedrich, & Ferrell, 2019 p. 10-5).  Regardless, Google is the largest organization in this industry and they're doing everything they possibly can to continue to collect and share data.  While I understand Google's argument that data collection to some capacity is necessary in order to increase their effectiveness, I also believe that they are deliberately being non-transparent in what type of data and how much they are collecting on their consumers.  The two main topics that I found particularly alarming were the fact that they store search data forever and that they are spending millions on lobbying to keep regulations in their favor (Ferrell, Fraedrich, & Ferrell, 2019 p. 10-6).  I own multiple google products and use a lot of their services, so I can understand and even support them trying to improve these products/services by collecting some data.  However, I can't see the need to store this data for nearly as long as they do, and the fact that consumers aren't able to opt out of this collection is a huge violation to privacy.  It is also a huge risk to have all of this information stored as hackers could be able to get this information and use it however they want (Ferrell, Fraedrich, & Ferrell, 2019 p. 10-5d). I think that just like in the case study with the micro chip that it all boils down to a choice.  If consumers are ok with Google collecting all of the data in exchange for better services they should be able to choose to do that.  Alternatively if consumbers are not ok with it, they should be able to opt out of it.  The lobbying aspect to me is more of a power aspect than anything else.  Google is huge and extremely profitable so they are essentially using thier profits to keep buying more time continue to generate profit even though it seems to be a pretty clear privacy violation.  On the bright side the article by Greg Stohr says that "The U.S. Supreme Court will use a privacy case involving Google to consider making it harder for companies to settle class-action lawsuits without providing direct compensation to those affected" (Stohr, 2018).  The article claims that those directly impacted by the privacy violations rarely receive any compensation, and that companies should be required to pay damages to each individual impacted (Stohr, 2018).  I would have to agree with the article as it doesn't seem like the minor fines are creating much change in the privacy practices by these large companies.

Christian Albrecht

Ferrell, O.C., Fraedrich, J., & Ferrell, L. (2019). *Business Ethics Ethical Decision Making and Cases: Twelfth Edition.* Boston, MA: Cengage Learning Inc.

Stohr, G. (April 30, 2018). *Google Privacy Settlement Gets Scrutiny From U.S. Supreme Court* [Article]. Retrieved from <http://web.a.ebscohost.com/ehost/detail/detail?vid=5&sid=f0b7344d-e669-4b76-8c98-8ec2427f4d5c%40sessionmgr4008&bdata=JnNpdGU9ZWhvc3QtbGl2ZQ%3d%3d#AN=140677920&db=bth>

Bottom of Form

**SECOND CLASSMATE RESPONSE**

**Brandon Bridges**

**Week 6 Discussion**

[**COLLAPSE**](https://grantham-saas.blackboard.com/webapps/discussionboard/do/message?action=list_messages&course_id=_12755_1&nav=discussion_board&conf_id=_16376_1&forum_id=_140943_1&message_id=_3766586_1)

Top of Form

Bigger tech giants like Google are continuing to create major ethical concerns and striking the personal freedom of people. From student to researchers, everyone uses the search engine these days and knowingly or unknowingly provide a lot of personal information. The UN guidelines for consumer protection have limited themselves just by describing what should be taken as a personal protected information. The government rules have also allowed these technology giants to determine where the privacy of everyone starts and ends. There are no certain stringent laws that can protect our online information from these multinational corporations' benefits. Such technology giants have a greater impact on GDP, and their failure can lead to the disruption in the economy of developed countries.

In several instances, technology companies are violating the privacy of individuals. When it comes to Google, it had faced several legal suits and claims for overutilizing public information in order to generate huge revenue. However, the company brought out many privacy policies that explained the usage of customer information and yet claiming that the information is safe. Moreover, it has been spending greater amounts to remove all accusations and legal work for several companies (Ferrell & Fraedrich ,2019 ) . For instance, FTC negotiated with google to work with other companies in privacy audits. However, the company did some policy changes in 2012 after various stakeholders raised privacy concerns, as described by Ferrell, Fraedrich, & Ferrell (2019). But still, complete assurance cannot be given as user information is profitable for their business practices.

Google has been using the personal data of individuals to enhance its profit margin by selling it to advertisers. These ethical concerns of privacy violations have put the company under many legal cases. As Li and Nill (2020) described in their article, the companies like Google can buy information from users and easily avoid privacy issues (Ferrell & Fraedrich ,2019 ). However, informed consumers are less willingly interested in trading their information compared to the non-informed ones. For increased profits, Google has compromised with consumers' information. But in the future, the company might consider buying consumers' data to stay away from legal claims.

**References**

Ferrell, O.C., Fraedrich, J., & Ferrell, L. (2019). *Business Ethics Ethical Decision Making and Cases: Twelfth Edition.* Boston, MA: Cengage Learning Inc.

Bottom of Form