Reasoning with Ethics

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"Ethics in action creates character."

Use this blog to:

1. Lead class discussions in social studies, civics, ethics or advisory classes.

2. Teach students skills to analyze cases with core ethical values.

3. Recognize skills in support of SEE's Tri-Factor Model of ethical functioning.

Visit the online Ethics Blog.

Core Values and Data Privacy

According to statements from a past Facebook employee, the company's business model is based on selling access to information of users to advertisers. This has led to compromises in data management and to the current charges that Facebook has not protected data of their users.

A past Facebook Operations Manager, Sandy Parakilas, noted on CBS that Facebook was aware of these compromises as early as 2010. It appears that little was done to protect data until the current stories of data misuse by Cambridge Analytica were revealed. Parakilas went on to say that companies that violate privacy rules might lose customers and ultimately lose employees who say, "I want to work in a company that has morals."

What is Facebook's ethical obligation to protect user data?

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Students are asked, what are the core values associated with protecting customer data for online businesses? As suggested by Parakilas, is it a moral failure for online businesses to fail to protect their customers' data? Additionally, what actions would you take if you worked for an online business and became aware of gaps in your company's' data protection? What would you do if your senior management was not supporting interventions to fix the problem?

Regarding the response sought in this issue, SEE welcomes students to post on our website at http://bit.ly/Ethics_Case where more information is available for *Reasoning with Ethics.* A video link for this archived case is available at -- https://youtu.be/uAVj-03cQtw.

Contact information

The School for Ethical Education is a not for profit teaching agency in Milford, CT with the mission to advance strategies of placing ethics in action to create character. As a non-sectarian 501(C)3, SEE is supported by fees for service, grants and donations. For more information visit our website at www.ethicsed.org Please reply with "unsubscribe" in the subject heading if you want to be removed from this Reasoning with Ethics Blog.