

Amber Wells

Professor Valladres

BUF 4700

Case Study 2.1

### Minding the Data

1. Recently, Shein, a popular online retail store, has suffered tremendous losses because of data breaches. Shein has admitted that the company has endured a substantial amount of data breaches to their database after an unknown hacker stole over 6.2 million people's personally identifiable information. Which has caused them to have multiple lawsuits. However, moving forward Shein has guaranteed to their customers that they are conducting a breach investigation and ensuring that the site will be secured moving forward.
2. Some key ethical dilemmas raised by big data with fashion companies are not respecting participants' privacy and collecting valuable personal information from consumers. These situations are considered ethical dilemmas because fashion companies may solely have the intention of just capturing data from e-commerce sales, customer preferences, and customer surveys. However, by doing so it can cause them to miss out on potential sales and loyal customers.
3. The advantage is matching a target audience with their ideal products. Overall making both the business and the consumers content by giving them exactly what they are looking for. The disadvantage is the level of security that the consumer may feel decreases. The consumer may not have given consent for the business to conduct such research.
4. One way to mitigate data breaches from fashion companies is by using the common good approach: By making a public review to other consumers that a certain fashion company uses data breaches. By creating this awareness it would make consumers more aware of making sure their electronics are more secure. Another way is by using the fairness approach, which allows consumers to have the rights to be informed, the right to have problems corrected, and the right to be heard about any concerns they have. By using this approach it can help in creating a safer platform for consumers to feel comfortable utilizing.
  - A. No, the ends do not justify the means since it puts the consumer at security risk and you are potentially bound to lose the customer if the customer becomes aware of how you are acquiring the consumer information.
  - B. . It depends if the consumer has given consent for them to acquire their data. If not it would be considered abuse.
5. Some examples of ways customers can exercise power in response to data breaches are 1. securing all Phones / Computers. 2. Reporting Websites that acquire data breaches by giving them bad reviews. 3. Keeping Security Soft-wares up to date.

