Internet Privacy Essay, Research Paper

A new report was written on the privacy issue of consumer reports to large companies. This is an issue which has been debated for some time and has been the subject for many parliamentary bills. Consumers, in exchange for their shopping statistical information, are rewarded. These rewards come at the expense of personal privacy. Companies collect this data, and in turn, market strategically towards a certain customer. These companies are only beginning to see the tip of the ice berg on how to use and collect this customer information. Because of this consumers are extremely vulnerable to the vice grip and wholesale trafficking of their consumer portraits. This system of collecting this data is coming from the wide use of the air-miles program. The air-miles card, each time swiped, gives a reading of what you bought, where you bought it, and how much you spent. This information is released to all the sponsors of the Air Miles club and can be accessed respectively. Although Joe Palombo states “We don’t sell or rent our data lists to anybody, it’s for our sponsors.”, the laws need to be stricter. Many companies that go bankrupt sell their consumer list for a heavy sum. It is these lists that invade privacy most. One can’t help but ask the question, if the consumers are so worried about privacy, why do they fill out the information sheets?

I feel that this invasion of privacy is completely bogus. I don’t think it’s an issue of privacy at all, and if it was, it wouldn’t be a negative aspect in any respect. Think of all the benefits that these lists create. They give rewards to distributors and consumers alike. They reward the people who aren’t necessarily rich, but are faithful. In return, companies aren’t wasting thousands of dollars on advertising to people who just don’t care, and consequently are making more money and increasing the overall economy. The people that feel that these lists and this type of marketing is privacy invading, shouldn’t complain about it but rather just not have anything to do with the programs involved. So to conclude, I think that these warehouses of data are an excellent idea and that this isn’t an issue of privacy but rather, a good excuse for suing. To the people who are making this a big deal, QUIT SNIVELLING!!