

## **Privacy vs. Profit: Ethical Consumer Data Use**

In this activity, you'll uncover the secrets behind how companies collect and use consumer data. You'll also explore the big questions about what's right and wrong in this digital age. This isn't just about numbers – it's about understanding the power and responsibility that comes with data!

### **Do some research first!**

- Research how companies collect data from consumers. Consider methods such as online tracking, surveys, loyalty programs, and purchase histories.
- How are these data used to influence consumer decisions through targeted advertising, personalized recommendations, and dynamic pricing?

### **So, what's the issue?**

- Find a specific example where data collection went wrong. Examples could include a data breach, misuse of consumer data, or controversial targeted advertising campaigns.
- Summarize what happened. Were there any negative consequences for the consumers involved?

### **How does this relate to you?**

- Reflect on your own experiences as a consumer. Have you ever felt your data was used unethically? How did you know? How did it affect your decision making?
- Why is this information important for high school students? What should they know, or do differently, in your opinion? Summarize the important points for a poster, a short video, or a classroom presentation.

### **If you want to take your learning further...**

- What are the potential benefits and harms of companies collecting consumer data?
- How can transparency and consent play a role in ethical data usage?
- What laws or regulations are in place to protect consumer data, and what improvements could be made?