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I'm concerned that you're not focusing on a true ethical dilemma. You're saying that it's ethically wrong for Uber to use the "good-view" tool - and that the two "bad" choices facing Uber are that "it has to make a choice between two wrongs by informing its consumers about their privacy violation or that it uses it for its business interest." Actually - isn't the "wrong" the supposed privacy violation for its own business interest? This is not a choice between two wrongs - it's a choice not to disclose that it is *doing* wrong (if it is doing wrong).

I am not sure what you will be using the ethical theories to analyze. Is it whether Uber may take note of where its customers are? Whether it must disclose to those customers that it knows? Whether it must disclose that knowing this information benefits Uber in some way?

Sorry - but I'm just not following what you will writing about. The success of your paper will depend on making that point clear. You have a broad topic - still needed is the ethical issue - and how this presents an ethical dilemma.



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