Title page

Vodafone

Task 3

The ethical issues faced by Vodafone include privacy and confidentiality. The customers who are sharing information for e-CRM risks their privacy. The company face ethical risks of assuring privacy and maintenance of confidentiality. This reflects that the ethical issues originate with the collection of customers data. Secure collection methods and verification of information also pose challenges for Vodafone. The company has acquired sensitive information of customers that include personal details and credit card numbers. This indicates that the company needs to assure that safe procedure are adapted for transmitting the information to the company's database. During the process of data collection, the company also needs to verify customers identity accurately before accepting the information.

Another challenge encountered by Vodafone in case of e-CRM is storing customer information safely in the company's data repository. This depicts the need for adopting principles and standards regarding the storage of information. This requires that the company seeks acceptance and consent from the customers. The company also allows customers to view their data and make changes when they find appropriate. Similarly, they are allowed to change information when they like. The company also gives the right of withdrawing clients from availing the services of Vodafone e-CRM (Maroofi & Amiri, 2016). This raises further ethical concerns because the customers must be in control of their information.

The biggest challenge faced by Vodafone in e-CRM is to keep customers information safe and secure. This indicates the need for preventing information breach or leakage to any third party. The personal information and any other sensitive information related to the customers must be used by the company only. Sharing such information with other people is unethical and is considered as a data breach. Vodafone must store such information in the form of location that is not accessible by others. Only specific employees are granted access to the data who are in the control of such sensitive information. When information is shared with sub-suppliers the company must ensure that they keep customer's data safe (Albuquerque & Santos, 2015).

Disposing customers data from e-CRM poses further ethical risks for Vodafone. When customers withdraw from the services of the company it must be able to safely remove customers information. The company can overcome this issue by destroying and deleting the information of such customers from the data repository. This assures that the information is not misused or mishandled. The company can adopt policies on destroying customers data that will permit it to overcome its ethical challenge (Friedman & Singer, 2013).

To overcome ethical challenges Vodafone will need to adopt standards regarding privacy that will restrict parties from disclosing the information of clients. The policy comprises of blueprints and specifications required for the creation of an effective security program. Discussions on implementation of security are not part of policies however they tell things needing protection and restrictions on controls. Policy documentation requires identification of goals that protect an organization's interaction with clients. Determination of systems and processes is vital as it uncovers the policies needed for completing the mission (Moore & Pym, 2016). Standards establish necessary mechanisms are helping in the implementation of policies. Standards involve actions and rules providing support and direction to formal policies.

The typical policy on data security designed by the organization includes statement and purpose, in general, explaining the threats and risks faced. Policies, standards and, guidelines work collectively for securing networks and data within organizations. Policies, standards and, guidelines work in association and allow companies to overcome the ethical crisis. The combined effect helps organizations in the prevention of data breaches and thefts.

References

Albuquerque, A. E., & Santos, E. M. (2015). ADOPTION OF INFORMATION SECURITY MEASURES IN PUBLIC RESEARCH INSTITUTES. *JISTEM J.Inf.Syst. Technol. Manag, vol.12, no.2* .

Friedman, A., & Singer, P. W. (2013). *Cybersecurity and Cyberwar: What Everyone Needs to Know.*

Maroofi, F., & Amiri, S. (2016). EXAMINE HOW DATA COLLECTION, DIRECTLY AND INDIRECTLY, IMPACTS CRM DATA QUALITY AND CUSTOMER PERFORMANCE. *Journal of Asian Scientific Research, 6* (1), 9-23.

Moore, T., & Pym, D. (2016). Editorial. *Journal of Cybersecurity, Volume 2, Issue 2*, 119-120.