

Private to Sponsored Story on Facebook: User's Privacy at Threat

Customer privacy is the right of the customer. Companies have to follow marketing ethics in customer relationships

The new privacy policy of Facebook posted on August 29 which is under review with Federal Trade Commission (F.T.C) forces users to grant permission to Facebook to use their personal information for commercial purposes. Facebook is asking for additional rights to use consumer information in advertising. Facebook uses customer endorsement of a product in an ad to broadcast to all of his friends. Sponsored story is more valuable to advertisers because it looks like a product endorsement of a trusted friend. In other words users agree to permit corporate to pay Facebook to display user name, profile picture, and information without any compensation to user.

Ethics is the science of morals, moral principles and rules of conduct. **Marketing ethics** therefore is the morally acceptable conduct in marketing. Marketers have to follow certain fundamental ethical issues which have been codified into statutory regulations. In order to develop a long-term relationship with the customers, marketers must conform to ethical standards, which the society expects them to follow.

Some users already objected for using their private comments in sponsored stories in the past. This led to the class-action settlement which provided users some control over how their names and photos could be used in commercial purposes. Facebook's new policy takes away freedom and control from users about their personal information.

Facebook is under severe criticism to withdraw new policy which allows the company to freely use the names, photos, and information of users for commercial purposes without consent.

Topic	Course
Marketing Ethics: Marketing management: Ethical and social dimensions: Unit 27.3	Marketing management

Source: Facebook Privacy Change Is Subject of F.T.C Inquiry, The New York Times, Sep 11, 2013