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I.   Introduction

The main object of this paper is to point out the unethical behaviours of some individuals involved in the scandal between Cambridge Analytica (CA) and Facebook (FB) - one of the most used social networking platforms nowadays. In particular, CA was accused of disclosing information of users with the aim of political purpose in 2016, meanwhile Facebook was responsible for failing to protect users' personal information. As a result, serious consequences related to the reputation of both parties as well as the interests of users were caused. Hence, Utilitarianism, Kantian, Egoism and Virtue ethics will be the four main ethical principles to clarify the proposed arguments. Through assessing the level of unethicality within organisational structure, the final part will be related to solutions with the purpose of improving the scandals that CA and Facebook have suffered.

II.   Problem statement

Cambridge Analytica

Cambridge Analytica was caught up in scandal with unethical practices within the organisational structure. In general, these immoral actions of the heads of CA: Alex Taylor - chief data officer and Mark Turnbull - managing director are conducted to target political purposes, most notably related to the US election in 2016 (Brissenden and Wiley 2018; Ward 2018). In accordance with these authors, not only exploiting personal data illegally in order to build detailed psychological profiles of more than 87 million users of social networks, especially from Facebook, CA also spread a huge amount of political messages, false stories as well as "micro target methods". As a result, these actions were intended to help CA control voters in the US election, in which they manipulated American voters with the aims of supporting Donald Trump through the "Trump campaign". Therefore, these behaviours are considered to violate personal freedom of individuals as well as seriously affecting related stakeholders (Schneble et al. 2018).

Facebook

The unethical issues related to Facebook about data privacy have sparked a global outrage among users. In 2018, Facebook illegally shared user-related content to CA through a psychological survey led by Aleksandr Kogan without their permission (ur Rehman 2019). In accordance with Hinds et al. (2020), this violation is assessed as a "boundary turbulence" between users and their privacy. This has led to various protests, moreover, Facebook has had to face a strong boycott from users through the hashtag "#Deletefacebook" (Brown 2020). For those reasons, Zuckerberg had to participate in a testimony with the US Congress. Zuckerberg asserted that they had not built a technology system strong enough to prevent their users' data from being used for political purposes, along with a promise to fix and adjust their internal system in the future (Timberg and Romm 2018). In addition, although Facebook was not judged to enter into collusion with CA, this scandal shows Facebook's lack of concern for consumer privacy.

Additionally, these unethical actions of those individuals between these two organisations lead to various negative impacts on their Corporate Social Responsibility (CSR) approaches, which is valuable to society (Scalet and Kelly 2010).

II. Review theories

Utilitarianism

O'Connor (1997) illustrates that the utilitarianism model is known as a consequentialist ethical theory, which pays attention to generating satisfaction for the greatest number of people involved. This theory determines the morality of the actions based on their outcomes, instead of the intrinsic value of the actions. Utility is placed at the forefront of the utilitarianism model, which focuses more on the pleasure over pain of affected individuals.

Egoism theory

Overall (2016) asserts that individuals might conduct behaviours to promote their own self-interests and they might place their own benefits over the well-being of other stakeholders. Individuals can be primarily encouraged to uphold personal happiness and ethical conduct will be regulated based on their pursuit of self-interest. However, Overall (2016) points out that this theory neglects the significance of moral duties and obligations to other stakeholders, which might generate an adverse influence on society.

Kantian ethics

Kantian ethics is regarded as a deontological ethical approach that highlights the significance of moral principles and values in regulating ethical decision-making. Reath (2010) illustrates that Kantian ethics is grounded in the concept of 'categorical imperative',

in which what individuals are forced to do is a matter of reason. In particular, this theoretical concept includes universal moral principles, in which humans should always pay respect to humanity in others and conduct actions holding true for everyone without contradiction, which is known as 'duty to act'. Moreover, this theory also emphasises 'duty to treat', in which all individuals are treated as ends instead of 'means to an ends' (Reath 2010).

Virtue ethics

Virtue ethics centralises the moral character of individuals as a primary key to ethical behaviours. Unlike consequentialist theory, virtue ethics is intimately linked to the development of virtuous traits instead of the consequences of actions (Mattingly 2012). Following universal moral principles, ethical behaviours should uphold virtuous qualities, such as honesty, integrity, or courage.

III.   Discuss problem

Problem 1:

In the digital era, ethical standards and privacy standards have been flagrantly violated by Facebook and CA's improper use of personal data. Individuals' autonomy and agency were compromised by CA's unlawful acquisition of millions of Facebook users' personal data (Cadwalladr & Graham-Harrison, 2018). Users' fundamental rights and ideals are compromised by this flagrant disdain for privacy and trust on internet platforms. Moreover, Facebook's role in allowing this kind of data exploitation raises questions regarding government regulation and business accountability in the online space. The ramifications go beyond simple invasions of privacy and involve more significant moral conundrums including the swaying of public opinion and democratic procedures. In addition to undermining user confidence, the inability to protect personal data highlights the urgent need for strong safeguards and accountability systems to stop such incidents in the future (National Academics, n.d.). The CA scandal exposes the risks of unrestricted data abuse and serves as a sobering reminder of the ethical issues that must guide technological breakthroughs in the digital realm (Rakha 2023). This immoral behaviour contradicts the values of utilitarianism, Kantian ethics, virtue ethics as it puts financial gain and self-interest ahead of people's autonomy and well-being.

Problem 2:

The CA scandal pointed out the privacy issues of both social media platforms and political data analytics firms which use personal data. The case materials revealed that CA, a political consulting firm, stole and misused the data of millions of Facebook users without their permission and consent. This "grossly unethical experiment", as described by a former employee of CA, infringed upon the privacy and autonomy of individuals, as their private information was utilised to influence their political behaviour (Liptak 2018).

The Kantian categorical imperative is violated in the process, as it urges people to "act only in accordance with that maxim through which you can at the same time will that it becomes a universal law" (Ward 2018). The acts of CA have not respected the inherent dignity and autonomy of the citizens, they consider the people just instruments and not ends. The company's method of using personal data to target people's "unconscious psychological biases" and "inner demons" (Liptak 2018) rejected the users' privacy and the right of self-determination. Besides, the absence of transparency and user control of data use by Facebook and CA only aggravated the occurrence of privacy violation. Brissenden and Wiley (2018) pointed out that many users were unaware of how their personal information was being used for political purposes. Such violation of privacy and informed consent is the main ethical issue which should be regarded in order not to infringe the rights and human dignity of people.

Problem 3 :

CSR encompasses the incorporation of social and environmental into a company's activities and engagements with stakeholders. It aims to conduct business with integrity, sustainability, and a focus on the welfare of society and the environment. To gain acceptance, CSR should encompass all the levels of the pyramid including economic, legal, ethical, and philanthropic dimensions (Carrol AB 1991). In this case, both FB and CA failed to satisfy all 4 levels of the pyramid. Firstly, Facebook's actions have led to potential economic harm, By allowing third-party apps to access 87 million user data without their explicit consent (Timberg and Romm 2018). A $5 billion fine for violating a 2012 consent and a £500,000 fine from the UK's Information Commissioner's Office (ICO) for failing to protect user data (McLaughlin et al. 2019). CA allegedly used personal data to create psychographic profiles of voters to manipulate voter behaviour in various elections to target political advertising (Liptak 2018). Facebook failed to fulfil its philanthropic responsibility to safeguard user interests and promote societal well-being (Weymouth 2018). Utilitarianism and Egoism are utilised to evaluate the morality of decisions, prioritizing actions that generate benefits for the majority. Under this framework, actions are morally right as long as they produce favorable outcomes. Adopting Utilitarianism and Egoism as a business ethos can have advantages in terms of maximizing benefits, but it also lowers the business's reputation by superficiality and unethical conduct.

Figure 1: pyramid of corporate social responsibility

IV. Recommendation

Recommendations 1 :

A comprehensive strategy is imperative to address the systemic flaws underscored by the CA incident and prevent similar breaches in the future. Strong data protection laws emphasizing user privacy and imposing stringent consequences for noncompliance are crucial governmental initiatives (Longe, 2022). Tech corporations like Facebook must adopt transparent data procedures, subject themselves to regular independent audits, and hold leaders accountable for errors in data management. User empowerment through education initiatives is essential to equip individuals with the knowledge and tools needed to understand and manage their data preferences (Ferretti et al., 2021). Establishing independent ethics committees or similar oversight structures can help assess the moral implications of data-driven activities and uphold ethical standards (Ferretti et al., 2021). Moreover, prioritising fairness, openness, and respect for user liberty in algorithm design ensures alignment with ethical principles and long-term societal interests (CodeGama, 2023). Campaigns for awareness and public dialogue play a vital role in fostering a deeper understanding of the ethical ramifications of data usage among the general populace (Hagen, 2023). By implementing these measures, stakeholders can collectively create a more ethical and responsible data environment, safeguarding personal information and preserving democratic values in the digital age.

Recommendations 2 :

These organisations must give the highest priority to transparency and user control over the data. They need to provide clear and complete information to the users about the types of data being collected, how it is used, and the reasons why it is being processed

(Vescovi et al. 2015). On the other hand, users should be given more power to manage their personal data, including the ability to easily access, modify, and delete data as they see fit (Ikhlaq ur Rehman 2019). This would follow the Kantian principle of respecting the inherent dignity and autonomy of individuals, as they are ends in themselves rather than merely means to an end.

Another key aspect is to enforce strict data protection regulations to avoid unauthorised access, abuse or misuse of user's data. This entails the application of modern encryption technologies, secure data storage protocols, and strict access controls (Omotunde and Ahmed 2023). Furthermore, the policies on sensitive personal data handling should be clear, enforceable and there should be severe sanctions for breaches or violations. The security and governance measures will be upheld by the organisations to show their commitment to the ethical principles of beneficence and non-maleficence and to ensure that user data is protected from any harm or misuse (Tikkinen-Piri et al. 2018).

Recommendations 3 :

Facebook and Analytica need transparent and practical solutions to calm the situation and solve the problem of the CSR pyramid. Based on Virtue Ethics, integrity is one of the good virtues that create trust in society. Therefore, instead of trying to hide the consequences, the company should honestly admit and show responsibility for what it has committed to limit the consequences. Kantian theory of duty says that when we decide what's right or wrong, we should follow rules that satisfy and are accepted by everyone (Formosa and Paul 2017). According to Kantian theory, both Facebook and Analytica need to take actions to appease individuals whose privacy is violated, such as apologizing and forcing third parties to delete stored personal information. Providing evidence that shows they have fixed violations. In this way, users will feel more secure and easier to forgive. Then the doubts about the company will be dismissed and become more ethical.

V.   **Conclusion**

This report highlights the unethical activities of individuals in the two corporations, CA and FB, which have caused significant damage to stakeholders. Facebook was illegally involved in the process by letting third-party apps by CA take advantage of personal details of users. Besides the unauthorised use of personal data, this scandal also pointed out privacy problems relating to the users' experiences while using social media sites. Facebook failed to fulfil its philanthropic responsibility to safeguard user interests and promote societal well-being. Some recommendations to uphold authorised use of personal data include the government implementing stronger data protection laws, companies adopting transparent data procedures, establishing independent ethics committees, and placing priority in fairness during algorithm design. To foster privacy,

users should be more well-informed of data privacy, given more power to manage personal data. Firms could also consider the application of modern encryption tools and adopt more policies on sensitive personal data.

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