For my presentation, I would like to present the topic of information gathering and its ethical concerns. Information gathering is a term that is used to describe the process that both private companies such as Google, as well as public entities such as our government undertake in order to learn about its user base. In the case of private companies like Google, information is gathered directly from their user base through methods such as cookies. The companies then either use this information to improve upon their services, such as optimizing search results per individual user, or they gather this information, such as transaction and search history, and sell it to advertisers who use it to optimize their advertisements, narrowing the spectrum to more likely potential customers. This in itself may seem harmless and even seem to have its benefits, such as the optimization of certain processes, in the private sphere, and such statement is mostly true. However, it is the public sphere and devious individuals, such as hackers, that we must worry about. The problem then with the information gathering done by these private companies is that by stockpiling large amounts of vital information, if this information is then accessed by a third-party with nefarious intentions, it then becomes a potential threat. The issue also lies in the fact that even if the private companies safeguard this stockpile of information and refuse to let the government have access, at the end of the day the government still can gain access with a court order against the companies will. Also, no matter the precautions that are taken to safeguard the information, it still is vulnerable to hackers who usually have a devious motive. Therefore, I would like to address the issue at hand with the intention of making it better known, while at the same time discussing the ethics of it. I would like to present this topic because doing so would serve two purposes. Firstly, I am very interested in this topic and would enjoy the opportunity to research it further. Secondly, I am also writing a paper about the ethics of this topic in another class and by creating a presentation as well, it would allow me to only become more knowledgeable on the topic.