

After reading the story of Mr. Sourour, I have to say that even though he was loyal to completing his assignment, it led to a very devastating outcome. He had a passion for coding thanks to his father and was familiar with Codes of Ethics when he was young. The problem came when he was encouraged to advertise drugs that were targeted at young females. The drugs listed on the website, however, did not list the side effects, which lead to the suicide of a young girl who had taken the medication. Sourour did not create the drug, but he feels responsible that he was the one that had the privilege of advertising the drug in the first place. In this Case Analysis, I will argue that contractarian ethics shows us that the code was morally problematic because the client did not care for the wellbeing of the patients, despite them having some obligation of benefiting the patients, and that Sourour should have followed his initial instinct to blow the whistle. He should have courageously questioned the reasoning as to why he was not allowed to include all the information about the drug.

The central concept of ACM, ICEEE, and NSPE is they are all codes of ethics regarding certain fields of professionalism. These are like guidelines that the individual is obligated to respect and follow. Under no circumstances should the professionals break the rules of their code of ethics. ACM for example, includes plenty of general ethics that should be followed, such as respecting a person's race, religion, or ethnicity. It is especially important for the professional to avoid causing unnecessary harm to the clients, customers, and the business they work in. All members of IEEE must recognize that there is an importance of technology, and their technology is what can affect the quality of the world. What's interesting about IEEE is how its Code of

Ethics is very simple and general for people to understand. NSPE helps us understand the importance of professional ethics and trust in our jobs. A doctor may have access to a person's medical records and personal information because they need to know. These people who work with customers need to have special trust and good standing. The doctor cannot freely share customer information with anyone outside his own field. If these rules are broken or unfulfilled, appropriate punishment is required such as owning the loss of the potential harm caused, and letting go of the person that could not follow the code of ethics. While all these Code of Ethics are different from one another, they still value the importance of creating a healthy environment and making rules for the company to thrive and profit.

In regard to the Case Analysis, Sourour would have to be familiar with some sort of coding ethics to be part of a health organization. Sourour's behavior reminds me of the ACM Code of Ethics, because he would have to be honest and truthful in his work, both to benefit the patients and the company. Without doing so, it can cause false views on products and the trust of the company. Everything seemed fine at first when Sourour started working for the interactive marketing firm in Canada. He had excellent work ethics considering he knew that pharmaceuticals in Canada had a limitation on what can be advertised. The conflict came when he was assigned to list a quiz for a specific drug that was targeted at a specific audience. The company made a poor decision to assign a project that was clearly unethical to begin in the first place. Sourour mentions that the website he created for a client was posing as a general information site, not created to list specific drugs that would be assigned to a targeted audience. Despite all the red flags, everything was technically legal to do, and was all assumed to be a

marketing tactic. At the end of it all, a legal tactic costed the life of a young girl who took the drugs she was prescribed too.

I believe this example is a clear example of contractarian ethics. The Code of Ethics is a contract between the person and the company. It is both a legal and mutual agreement based on what is expected. A company's whole purpose is to generate money and wealth, while also trying to satisfy the customers. It is often thought that these two methods go hand in hand. By benefiting the customers, you build both reputation and wealth, which then invites more customers and builds good work ethics. However, it is also common practice for companies to disregard the moral well-being of their consumers and only care about generating profit. Sourour by contract could have been inclined to follow the company's wishes, which he did. Sourour knew that what he was doing was unethical. The client and Account Manager in charge should have also known that what they were doing was wrong but saw the profit that they could make if they went with the idea. Sourour, being young, did only what he was being told to do and fulfilled his assignment. While this is part of a Code of Ethics, it is also imperative to be truthful, honest, and reduce the cause of harm. I believe it would have been appropriate to tactfully ask the questions of the people in charge of the advertising project. Contractarian ethics are important in this case analysis because the moral norms of what is right and wrong is agreed upon by contract or by mutual agreement. If your contract says that you can only talk positively about a company, person, or product, then you cannot say anything negative, no matter how bad it is. Doing so would break that contract and punishment would be in order. Sourour in his case should have upheld his contract or code of ethics. Sometimes the problem stems from the code of ethics themselves. For example, the ACM have codes regarding contracts and legal obligations

that you must commit too, regardless of morals or whether it is right or wrong. That is how contractarian ethics work. There is no grounded morality in a contract. When Sourour did what he was told, the client said that she was extremely pleased, because of how it would help the company. That was the contract he had when he was tasked with creating the quiz. Sourour's choice resulted in the loss of a person's life and could have even been his own sister if he were not morally careful.

The next article written by Armstrong is all about confidentiality and how certain professions need to take this sort of work very seriously. In a deontological view, you would have a moral obligation to make sure that you do what is beneficial because you think it is the best decision that would help clients and consumers. A good example would be a doctor, and what obligations they are under as their job. They must learn confidential information about a person. What medical care they are under, what sort of problems they have, whether it is embarrassing or serious, and other personal identifiable information that these professionals have access to. Therefore, they must keep the patient's information away and safe from the public and ensure that it is not shared by anyone. Another concept is that of *prima facie*. Certain occupations or fields may sometimes have to break certain rules or codes due to the explicit nature of the job. Difficult situations may call for a breach of confidentiality. These decisions are created to calculate results we find morally correct or to positively benefit the company. It is certainly tough to think about due to how serious the actions you make can be. This is why it is important to weigh the decisions on whether a breach of confidentiality is necessary. For example, if a breach of confidentiality is made, the client or customer may have their personal information put in danger to outside sources. As professionals, we are breaking the trust of an individual, and disobeying the rules of the company. However, your decisions may not always end up hurting

the company or the customer. Breaking the code temporarily could result in positive outcomes. A very famous example was when a lifeguard saved a person's life from drowning but was fired because he stepped into a private area of the beach. As a lifeguard, you are tasked with a very important role of saving lives, but his actions broke a rule he was under. Imagine doing your job and getting fired for it. Everyone agreed that this breach was ridiculous, but it shows how important these contracts are. These lessons Armstrong brings out are important for not only uprooting confidentiality, but also giving professionals moral reasons for breaching confidentiality. Sometimes we may be doing the job we are assigned to do, but the people we work under may be the ones that want us to break our own contract. An extremely important concept Armstrong brings out is whistleblowing. Sharing classified information to other sources that you shouldn't be showing to others is very serious amongst professions, especially if you work as a(n) doctor, engineer, and accountant to name a few. Whistleblowing isn't always necessary and is only accepted in extreme cases. If a product were to create real threats to the public, say for example, a drug that can cause death, the act of blowing the whistle may be deemed as appropriate.

Regarding the story of Sourour, it was an interesting example of confidentiality. On the company side, he was given a specific assignment, which he accomplished, and did not reveal anything to the public. However, the problem was that he withheld the side effects of the drug that can cause actual self-harm to the consumer. It is understandable why Sourour would have had a challenging time making his decision. He could have been pressured or even fired from his job for not following his company obligation, but he still had an obligation to cause little to no harm to customers. However, instead of breaching a patient's confidentiality, he instead withheld

the information, which still caused terrible harm. In relation to contractarian ethics, while there was no breach of confidentiality and technically benefitted the company, it again did not care for the patients' well-being. I think a breach of confidentiality against the company for being truthful and honest towards its patients would have been the correct decision to make. It may be seen as selfish, but Sourour would only be following his code morally correctly, not based on what someone in the company told him to do it. In this situation and occupation, I believe it would have been appropriate for Sourour to blow the whistle, in where a breach of confidentiality would be appropriate not against the people, but at the company that made him withhold the truth and unethically made him do a project that was not even allowed in Canada in the first place. The relationship between contractarianism and this case comes from the fact that Sourour would not have breached his contract to his profession even if he were to blow the whistle. Sourour states in his article that he did exactly what he was told to do when he showed the quiz to his manager. He kept his end of the contract by following his Code of Ethics. We don't know exactly what his Code of Ethics were when he got the job, but it more than likely included that we share information to the public for their well-being, and to also perform the tasks assigned in a way that benefits the clients and the company.

In conclusion, the advertising company that Sourour used to work for made an unethical decision that caused the life of someone and potentially could have caused more harm than good to its consumers. Sourour says that he regrets his decision, and I would personally agree with him despite the commitment to the code or to benefit the company. It is never worth a person's life to benefit a company. It also showed that they followed the ethics of contractarians because

while they wanted to generate profit, they did not put the well-being of their customers first, which should be a top priority especially if you advertise for medicine. However, I believe that this topic is a tough decision for everyone, due to the nature of how codes of ethics work and how people are obligated to their profession. They want to help the company they work for succeed, but is it at the cost of something that can be harmful? Is it appropriate for a breach of confidentiality to be made when it can probably harm or benefit that person? In the end, I agree with Bill Sourour. He made a mistake that he now cannot take back, and it earned him nothing but regret.