

Can computerized data collection on individuals be justified even though it endangers the right of individuals?

Over the past two decades, data collection ~~is~~ has been the most important part of business of companies that specialize in internet-related services and products like Google, while some people think gathering data to provide better services for the clients is not a good excuse for invasion of privacy. Now ~~we~~ this essay can explore these converse views.

In fact, companies by digitized data collection are able to find out what their clients want or if they are eager to know. And by that knowledge not only can they have better performance ~~offer better favors~~ such as quicker search than before, but also they can predict what the user is looking for before finishing his typing to search.

Furthermore, you can benefit from other people's experiences indirectly. For ~~an~~ instance, when you use a navigation application, the service provider can route you better and easier by using gathered information from other clients, so users' life has been facilitated by sharing some data unintentionally from their cell phones.

Whereas, in reality, some companies use clients' data to show them some ads about what they searched before or lead them to a direction where users don't want to. For example, they can change people's points of view or way of thinking to build the society they want. It can lead to appearance of a dependant civilization that cannot make a single decision independently.

Another possible risk is, stored data are always in danger of being leaked and sniffed by hackers. Nowadays, hackers' activities are becoming more and more in the order of rising value of information and in some cases they succeeded because of lack of proper data protection. Exactly what happened to some celebrities' photos which were stored in their iCloud account storage.

In summary, although computerized data collection can help people save their time, it is only pleasant to the authorities due to having easy access to them and it is always a violation of individuals' rights.