

A letter to the editor in the wall street journal

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Your Address The Editor The Wall Street Journal 1211 Avenue of the Americas New York, NY 10036. RE: COMMENT ON THE ARTICLE D ' J. P. MORGAN SEEKS BLOOMBERG DATA' OF MAY 15TH 2013

It is absolutely wrong to infringe on the privacy of the customers of another business as is the case with Bloomberg personnel having used data from its clients among them Goldman Sachs Group Inc. and J. P. Morgan Chase for its own benefits.

This is wrong since, as expressed by the article whose title appears above, customers chose the company to whom they can trust to give their data or personal information to. This stems from the fact that, besides people's need for privacy, there is the risk of sensitive information such as people's credit card details being stolen and used to steal money from their accounts. If the customers trusted the banks with their personal information and not Bloomberg, their choice should be respected and not tampered with. Though Mr. Thomas Nides, the vice chairman for Morgan Stanley says that Bloomberg is "...assuring customers this was a mistake and that they are going to rectify that," Bloomberg should do more than apologizing. It should even be sued for infringement on people's privacy and pay the affected customers damages as determined by courts.

This is to keep off other firms from repeating such activities in the future. Another thing that should be done is that the affected firms, among them Goldman Sachs Group Inc., should put into place measures that will ensure that no data is leaked from their databases to unauthorized parties. This case involved a firm (Bloomberg) that has taken measures to protect its name. Next time it could involve a hacker or any individual with criminal

activities. Thank You.

Yours Sincerely