Abstract
This paper begins a dialog on the ethical usage of data warehousing practices. Seven myths are explored and counter-myths are provided. Three myths focus on consumer value including data collection (privacy), customer profiling, and persuasive (targeted) marketing. Two business value myths focus on productivity and reputation. Two additional myths focus on societal values that include discussion on the economy and environmental issues and finally national security issue. This paper is presented in a discussion-based format designed to further discussion of information ethics in the context of data warehousing practices.

Keywords: Classification, information retrieval, keywords, knowledge management systems, KMS, multidimensional databases, searching