

# Data Driven Futures

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**Information  
Builders**

Ethical use of data

Gary Pemberton - Senior Presales Consultant



# Ethics

‘Moral principles that govern a person's or group of peoples behaviour or how an activity is conducted.’



# Current ethical data examples

Ethical use of data

# Facebook photo

- DeepFace allows Facebook to identify you in any image
- Facebook will notify you and give you the option to be blurred out
- When is consent for recognition actually given in this scenario?
- Does Facebook actually 'forget' it was me or just blur it out for other users to view?



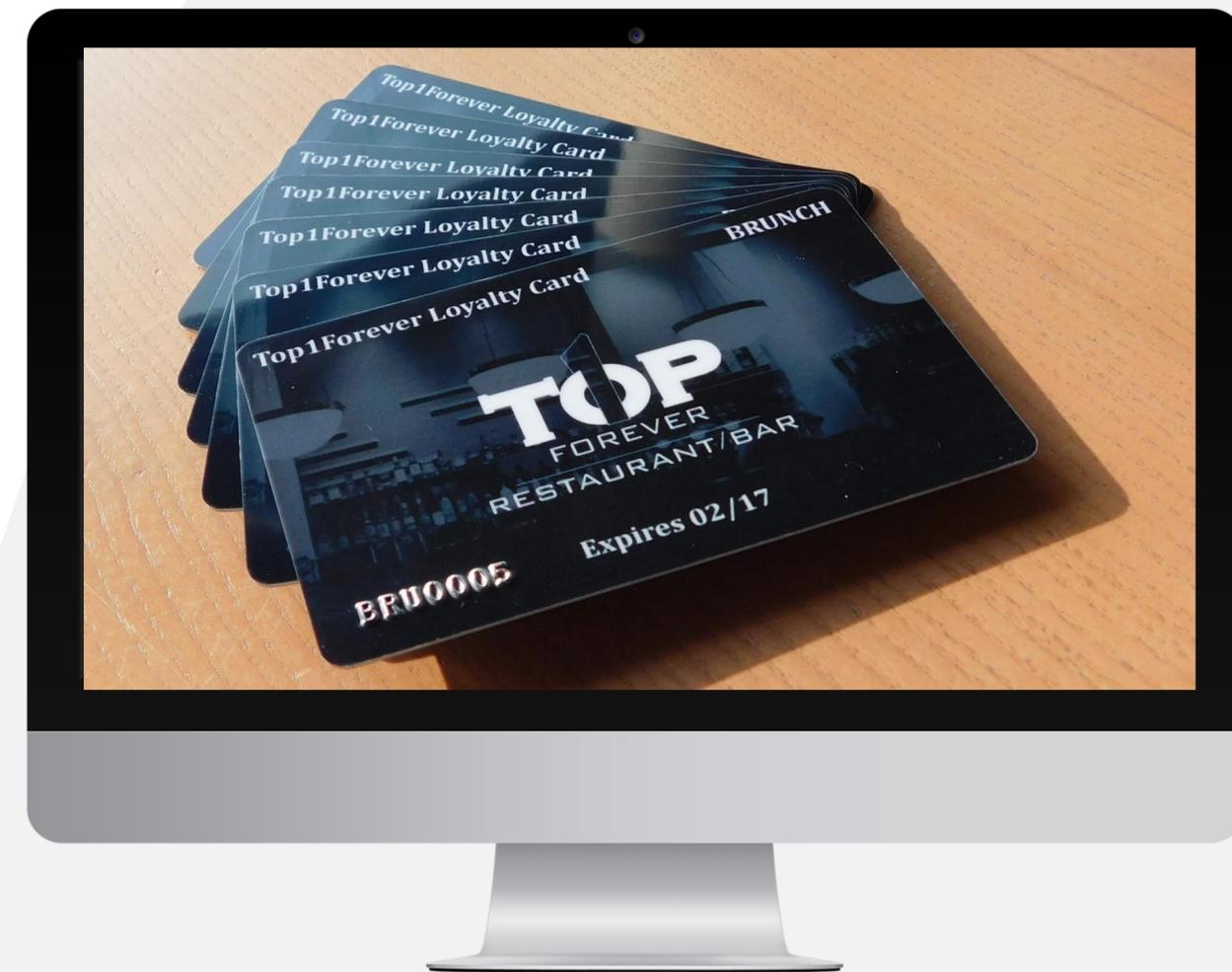
# Samsung Smart TV

- If you use voice command your TV might listen to ALL your conversations
- Supplemental disclosure on the Smart TV web page:  
*“... your device may collect and capture voice commands and associated texts. If your spoken words include personal or other sensitive information, that information will be among the data captured and transmitted to a third party through your use of Voice Recognition.”*
- Is disclosure on a website sufficient?



# Loyalty card

- Supermarket and many other retail stores use loyalty cards to reward customers
- Customers are offered product discounts, coupons, points toward merchandise or some other reward in exchange for their voluntary participation in the program
- Will my health insurance find out I only buy cigarettes and pizzas?
- What if I purchase a pregnancy test?



# What Google knows

- Name, Gender, Birthdate, cellphone numbers, email addresses, where you live, where you work
- recent Google searches and every website you've visited
- Exact location details over the last few years
- Who your friends are, social status
- Your job, interests & hobbies
- When you are home or not
- Your face, your voice
- The videos you watch, the movies you watch, the music you like etc.



# Is Google evil?

- Open and transparent about their data practices
- Allow you access to your data
- Respect preferences on data usage
- Guarantee security in storage and transmission
- Never sell your data to externals



# Context matters

- Expectations
  - Should my fridge keep things cold or report on my eating habits?
- Anonymity bestows a degree of privacy, to what degree depends on the person

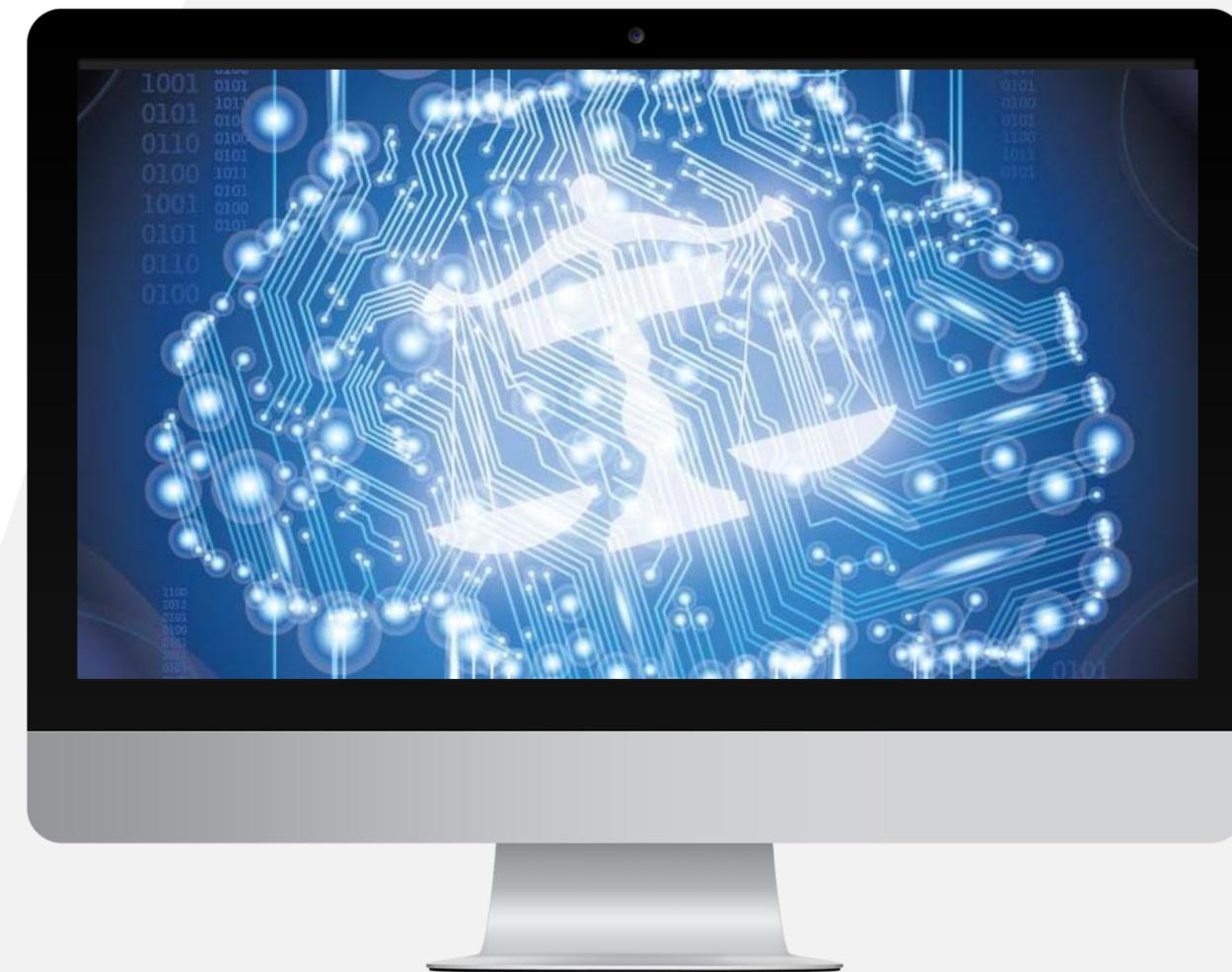


# Ethics in Artificial Intelligence

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# Ethics in AI

“ *How do we audit and get transparency in deep learning algorithms that are so mathematically complex that not even the designers understands how they make decisions\** ”



# Tesla

- Every accident is news
- Autopilot vs Assistant
- Is an AI a better driver than a human?
- How to decide between hitting a tree that might kill the driver or not swerving and hitting a small child?



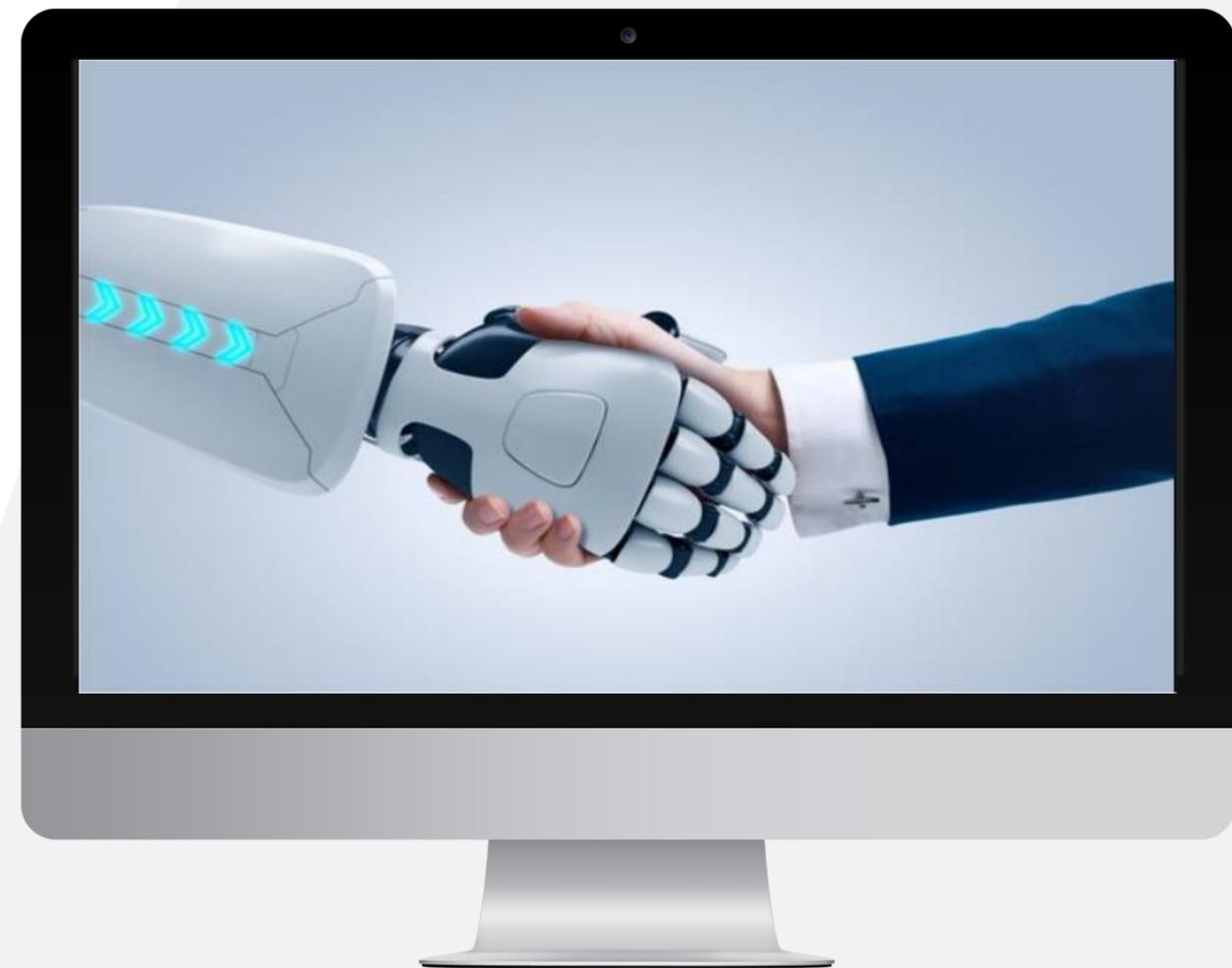
# Importance of solid data ethics

Ethical use of data

# Brand reputation

Consumer trust is harder to earn and easier to lose than ever before. With so much choice how do engage with your customers and prospects in the right way?

- Ethical framework vs a legal one
- Value add is only relevant within the right context
- Dependence on data unlikely to become less



# Apple

*“ We believe that data ethics is an intrinsic part of privacy and is fundamentally about what is right and wrong....  
Your data is yours. Not ours.  
Apple works with privacy the way they do, not because it is legally required but because it is the right thing to do.\* ”*



\*Jane Horvath, Senior Director of Global Privacy

# Data Management as a foundation for data ethics

Ethical use of data

# (un)ethical use

How can you determine (un)ethical use of data without understanding what data you have, where it came from or what it related to?

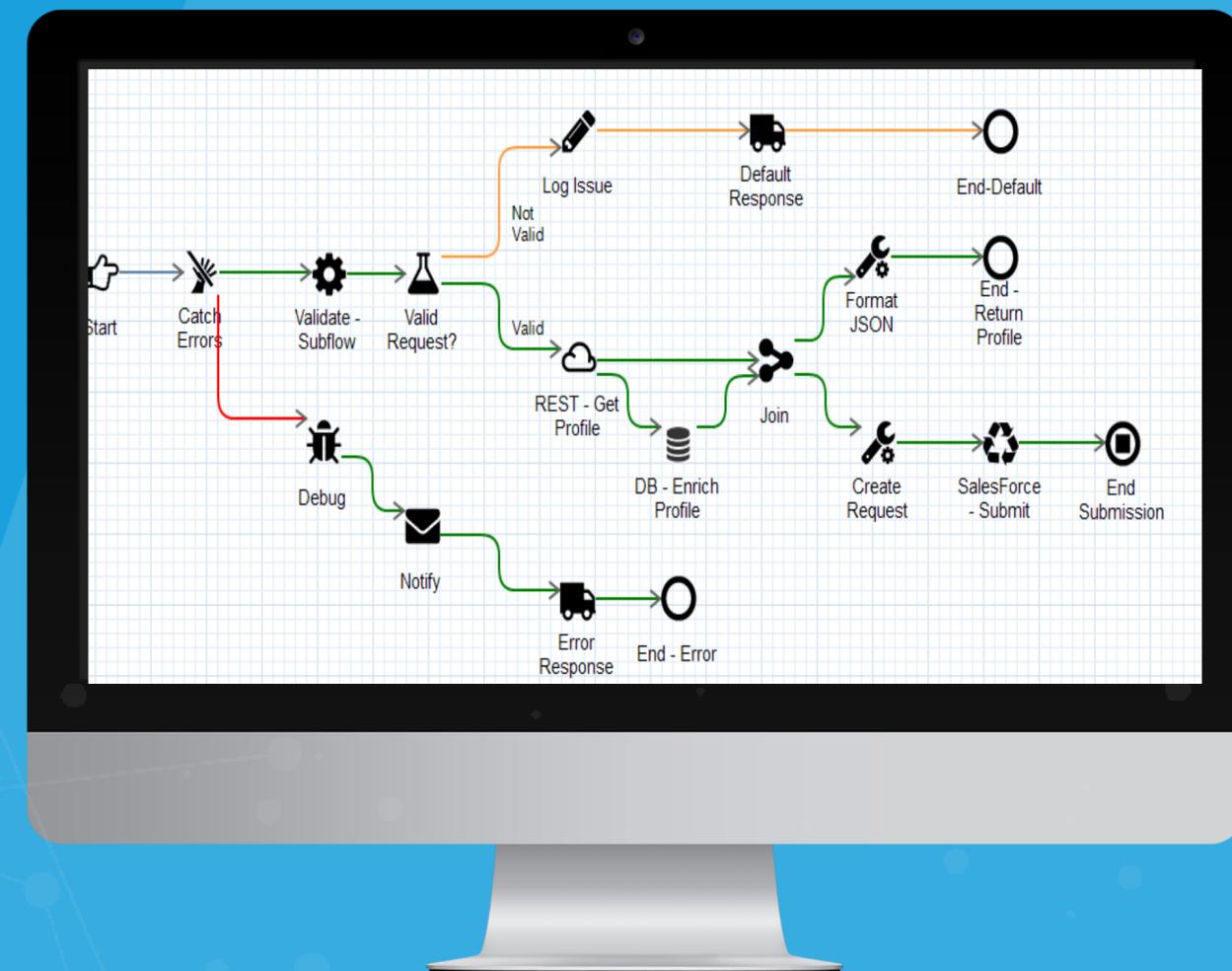
- Data Access
- Data Quality
- Data Insights



# Data - Integration

Where does data come from?

- What data do we have?
- Where does it come from?
- How is data moved throughout the organization?
- How is data changed along the way?
- What processes use what data?



# Data - Integrity

Is the data accurate? Can you trust it?

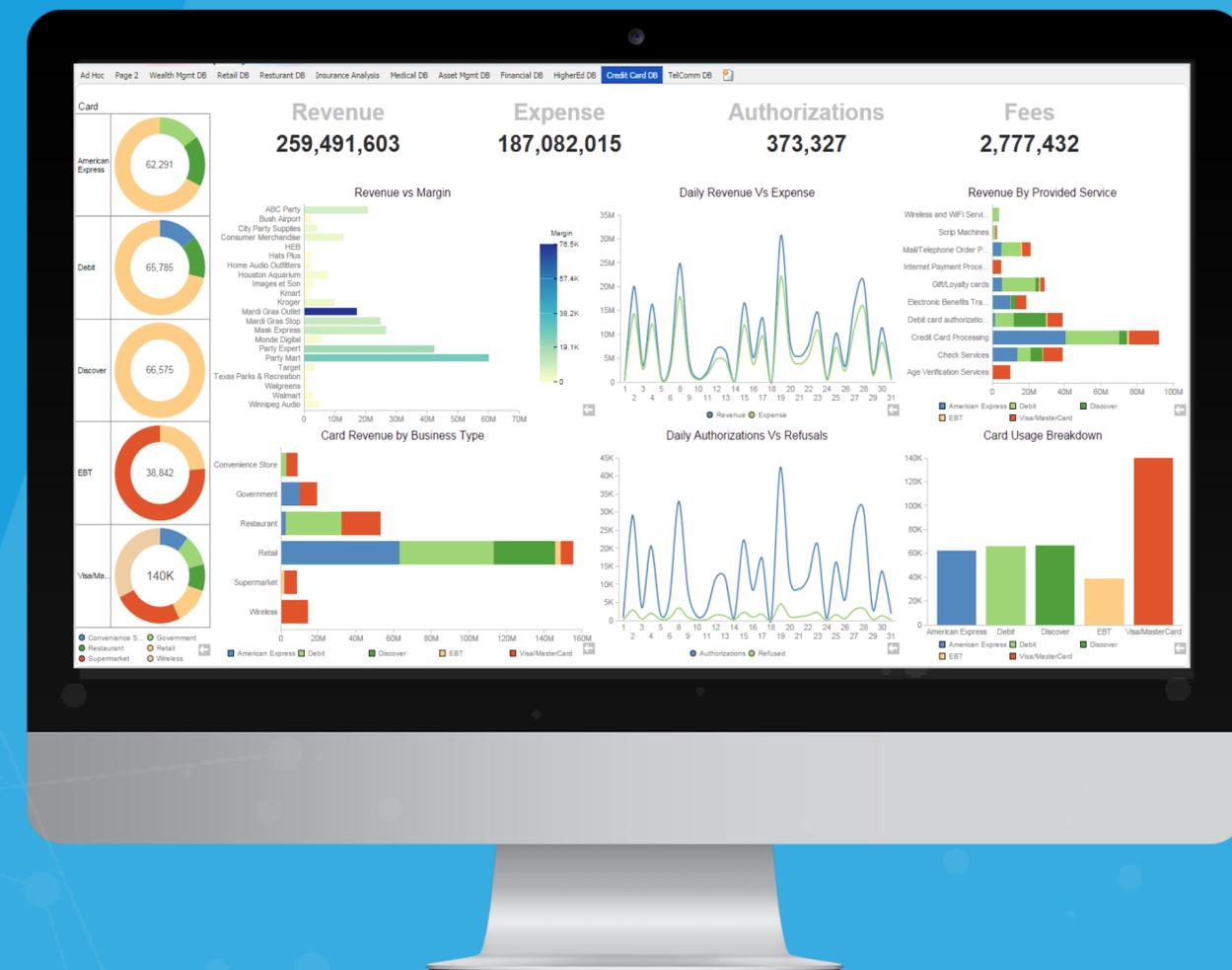
- Is the data correct?
- What rules/changes have been applied?
- Do different pieces of data represent the same thing?
- What personal data exists?
- What should we anonymize?



# Data - Intelligence

What insights can we derive from data?

- How can we combine and visualize different data sets?
- What does the underlying data look like?
- Who has access to this data?
- Where are data results being used?
- What conclusions can we draw from data?



# Steps to ensure data use is ethical

Ethical use of data

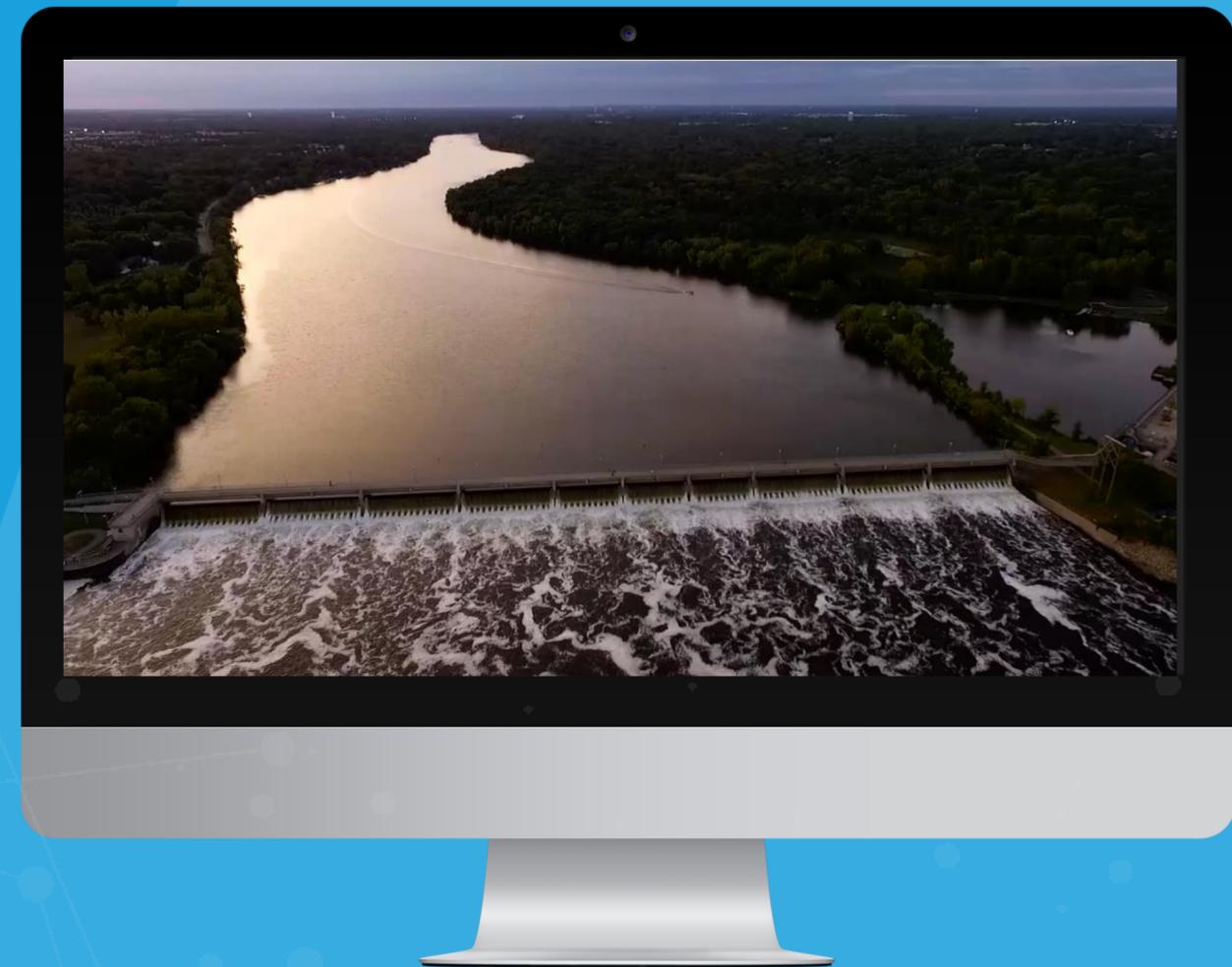
# Respect the people behind the data

- Know your data represents actual individuals
- Consider how you'd feel if it was 'your' data
- Realize you are working on 'their' data and not yours



# Attend to downstream uses of datasets

- Strive to use data in ways that are consistent with the intentions
- Be aware data has the tendency to spread
- Know what data is being used where and for what purpose



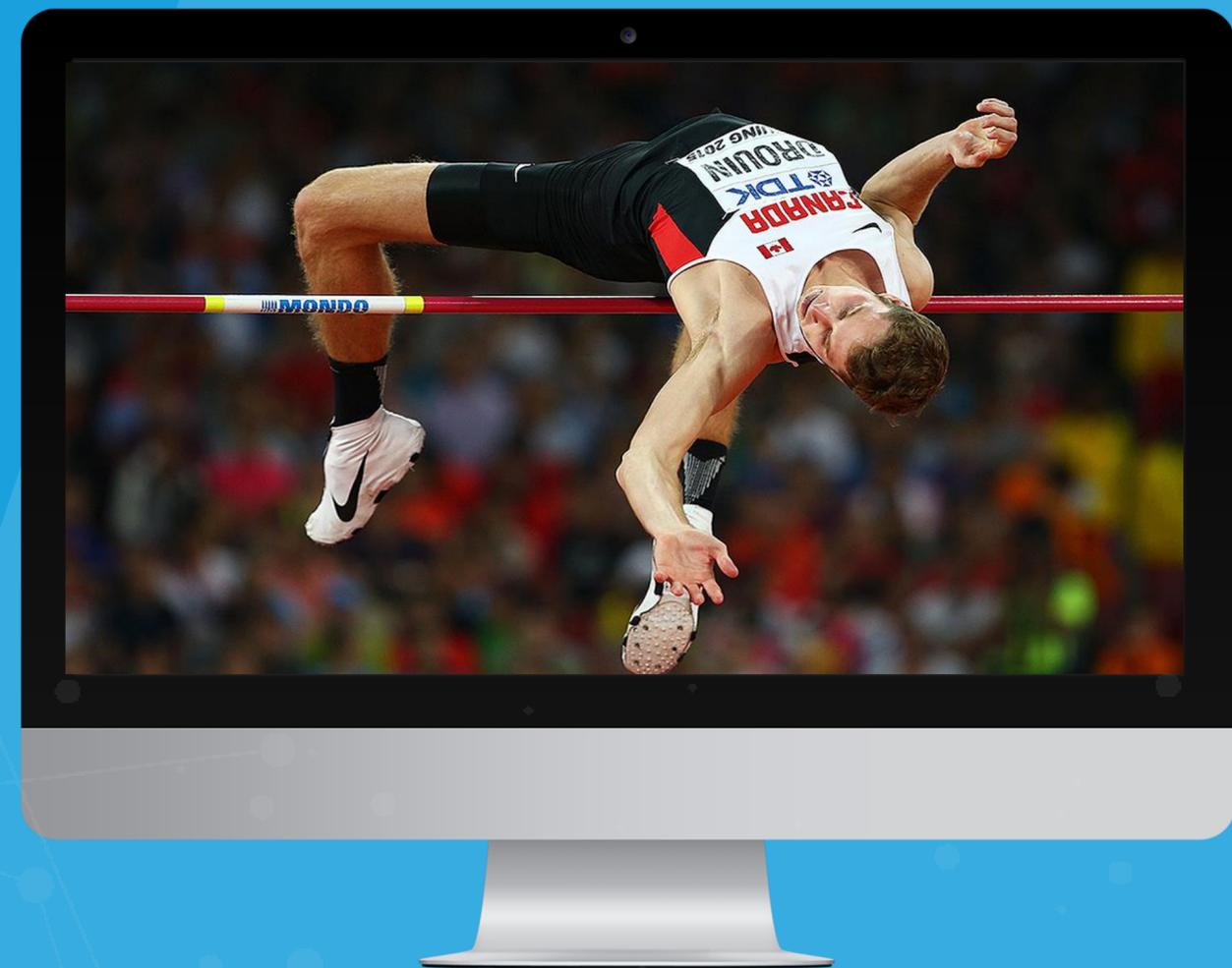
# History provides context

- There is no such thing as raw data
- Know how data has been adjusted and why
- Older information may no longer be correct



# View the law as a minimum

- Treat the law as a minimum bar
- Laws and regulation can't keep up with technology
- Create your own ethical framework to outperform legislated requirements



# Be transparent

- Explain why and what data you are capturing
- Explain how you use data to enhance services
- Allow individuals access to that data and the ability to remove consent



# Design for transparency

- Adding transparency to existing processes is much harder
- Ensure staff is aware of the need
- Not all ethical data dilemmas have design solutions but the challenge is worthy of your best minds !



# Governance

- Governance practices should be robust and known to all team members
- Review regularly
- Approach Data Governance as a competitive advantage



# Data ethics and you. Minimise and Understand

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# Awareness

- Intimate data about us is everywhere
- Do you know the business model of the company you are trusting with *your* data?
- Do you feel the tradeoff of data vs services is really worth it for you?



# Profiling

- Not just for the NSA/FBI etc.
- Effective when used properly, dangerous when not
- What does your data say about you?



# Digital footsteps

- Your digital footprint may last forever
- Imagine just browsing in a store
  - Retail App
  - Beacons
  - Shelf weight
- Web, mobile and social activity
- Any app you use



# Ghostery

- Do you know what data is being collected about you?
- Browser based open source plugin
- Use it for a few weeks on your favorite websites
- Insights into
  - Tracking cookies, analytical cookies, profiling cookies, advertising cookies



# What should we do?

'Are we being ethical with our data?'



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# Thank You

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Gary Pemberton

Senior Presales Consultant Information Builders

[Gary\\_pemberton@ibi.com](mailto:Gary_pemberton@ibi.com)

