

DATA SECURITY

Ethical Dilemmas

Consider this – what do you think?

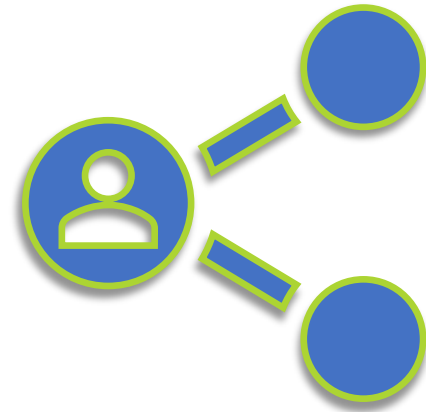
A waiter in a Dubai hotel overheard a man musing with his wife, who was in a wheelchair, that it was a shame he could not get her down to the beach. The waiter told the management, who passed this information on, and the next afternoon there was a wooden walkway down the beach to a tent that was set up for them to have dinner in.

In that situation, the customer experience was the only thing that mattered to the hotel, but the fact that the information had been obtained by overhearing a private conversation was put to the side.

This is where the question of ethics comes in. Is it okay to do something for the benefit of a customer (or even the benefit of the organisation) without the customer being aware that you are using their data to do so?

Ethics within organisations

Business and organisations should have, at the very least, some sort of data sharing policy that employees can take guidance from. Very large companies will have ethics committees that guide their principles and make decisions about what is the right thing to do with data in each situation.



Read

Have a read of this article from the Guardian website relating to Facebook's ethics:

<https://www.theguardian.com/technology/2016/jun/17/facebook-ethics-but-is-it-ethical>

Ethics within organisations

Many of the ethical issues that organisations and their employees face is to do with privacy.

Different scenarios will have different answers.

Debating these answers can open more ethical dilemmas, and each one of you may have different answers depending on what you think the right thing to do is.

Companies should take into consideration ethics when dealing with people's data, such as:

- ▶ Inform users how their data will be stored, preserved and used.
- ▶ Inform users how their confidentiality will be maintained, for example by anonymising data
- ▶ Obtain consent, either written or verbal, before sharing data



Task

NOW DO TASK 9