



ETHICS

DATA SECURITY

DUTY OF CONFIDENTIALITY

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- As well as legal obligations, companies and organisations have ethical considerations
 - Data sometimes needs to be shared with other people, for example in research
 - Common law means there is a “duty of confidentiality” protecting personal data, stating it is unfair if confidential information comes to the knowledge of another individual or a group or other third party



WHAT IS ETHICS?

Depending on whom you ask, ethics can have many different meanings. Some believe it has to do with their feelings, and knowing the difference between what is right and what is wrong. Others will tell you it is doing what the law requires of them. Ethics are, and mean, different things to different people depending on the situation. So, what does ethics have to do with personal data?

THE BUSINESS OF ETHICS

- With the emergence of new information technologies, personal data can be collected on an unprecedented scale. E-mails, instant messages, social media posts, real time geolocation data... all of this can build up a picture of who we are as individuals. The individual data in isolation might not, but putting it all together can.
- Is it right that some large organisation can build up a picture of our life based on these pieces of data?
- By piecing together data from different sources, it is possible, but the question remains, should they do that?
- Google and various other large internet-based companies use what is called Data Analytics. This is the practice of collecting, analysing and interpreting customer data to detect trends and patterns. From a business point of view, this information is invaluable. It allows the business to understand its customers better, and be able to change their business model accordingly. Advertisements can be more geared towards individuals and, in turn, profits can go up.

WATCH A LEARNING VIDEO

Watch this Ted Talk on
The Future of Your Personal Data

Privacy versus Monetisation -

<https://www.youtube.com/watch?v=Jlo-V0beaBw>

TO-DO

- Keep going – more for Ethics with Ethical Dilemmas