Ethical Data Management and Digital Citizenship

Agenda

Introduction

What is Ethical Data Management

Ethical and organizational impact of data sharing

How it fits in a Code of Conduct

Data sharing requests and law enforcement

AI – the power of personal data and digital citizenship

Q&A

ETHICAL DATA MANAGEMENT

Ethics

Values

Intelligence

An "**ethic**" dictates our moral principles, or our sense of what is right or wrong.

A "**value**" is a principle or a standard to which we adhere

"**Intelligence**" is capacity for logic, understanding, self-awareness, learning, **emotional knowledge**, reasoning, planning, creativity, critical thinking, and problem solving.

- Lawfulness, fairness and transparency

- Purpose limitation

- Data minimization

- Accuracy

- Storage limitation

- Integrity and confidentiality (security)

- **Accountability** – this is the foundation of any ethical data management efforts

Ethical and organizational impact of data sharing

Employee Consent issues

Mitigate risks around information storage and processing

IP and Proprietary data vulnerability

- Promotes accountability

- Conflicts of interest

- Whistleblowing / raising ethical issues to management

- Prevents data loss

- Top down commitment

- Cultural attitude shift to a polite digital environment

- Law enforcement objectives and data protection requirements can be at odds

- DP laws account for sharing with law enforcement but still require measured, structured, controlled sharing if at all possible

- There are at present only a few DP laws in the Middle East, and those are still in early stages of regulatory maturity

- Organizations can take steps in any case to ensure safe, fair, lawful data sharing while supporting national security and law enforcement interests by:

  - ✓ Embedding contractual requirements in procurement and customer contracts, enabling notifications to the extent possible and a reasonable response plan

  - ✓ Working with government and law enforcement agencies to agree data sharing MOUs

  - ✓ Learning how to make responses to requests positive, but conditional
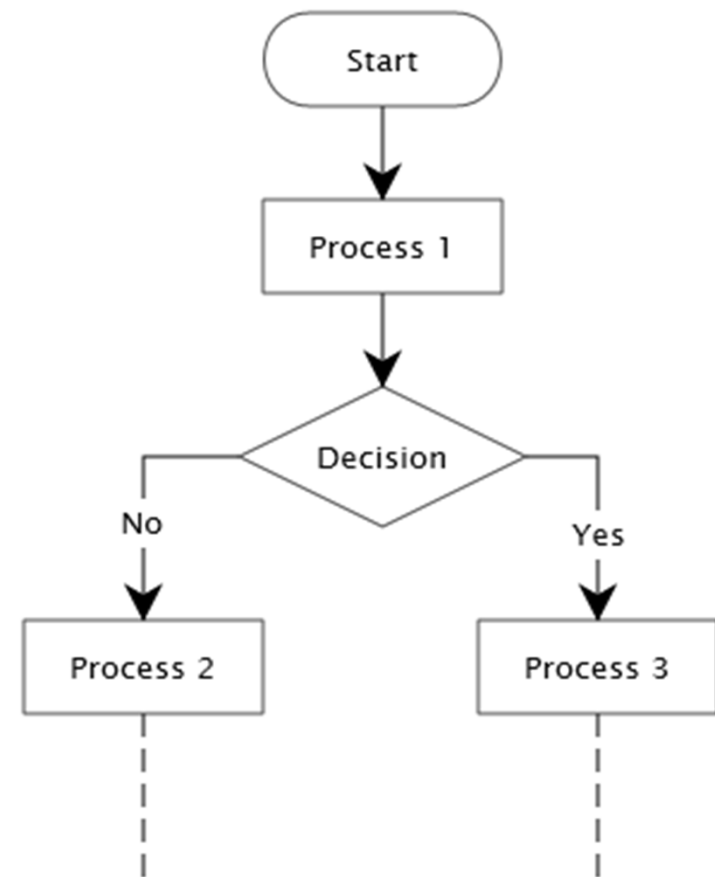
AI: WHAT DOES IT REALLY MEAN?

Algorithms

Lots of real life examples of algorithms:

- Baking a cake
- Installing an app
- Doing the laundry
- Driving a car

Very simply, an **algorithm** is a **set of instructions used to perform a task**.

An algorithm on an extremely advanced level: developing and executing AI

Start

Process 1

Decision

No

Yes

Process 2

Process 3

Algorithms + Ethics + Knowledge = AI

But what should the "A" stand for?

Recall that intelligence includes the concept of "emotional knowledge" HUMAN Intelligence, that is. Machine Intelligence is different, right?

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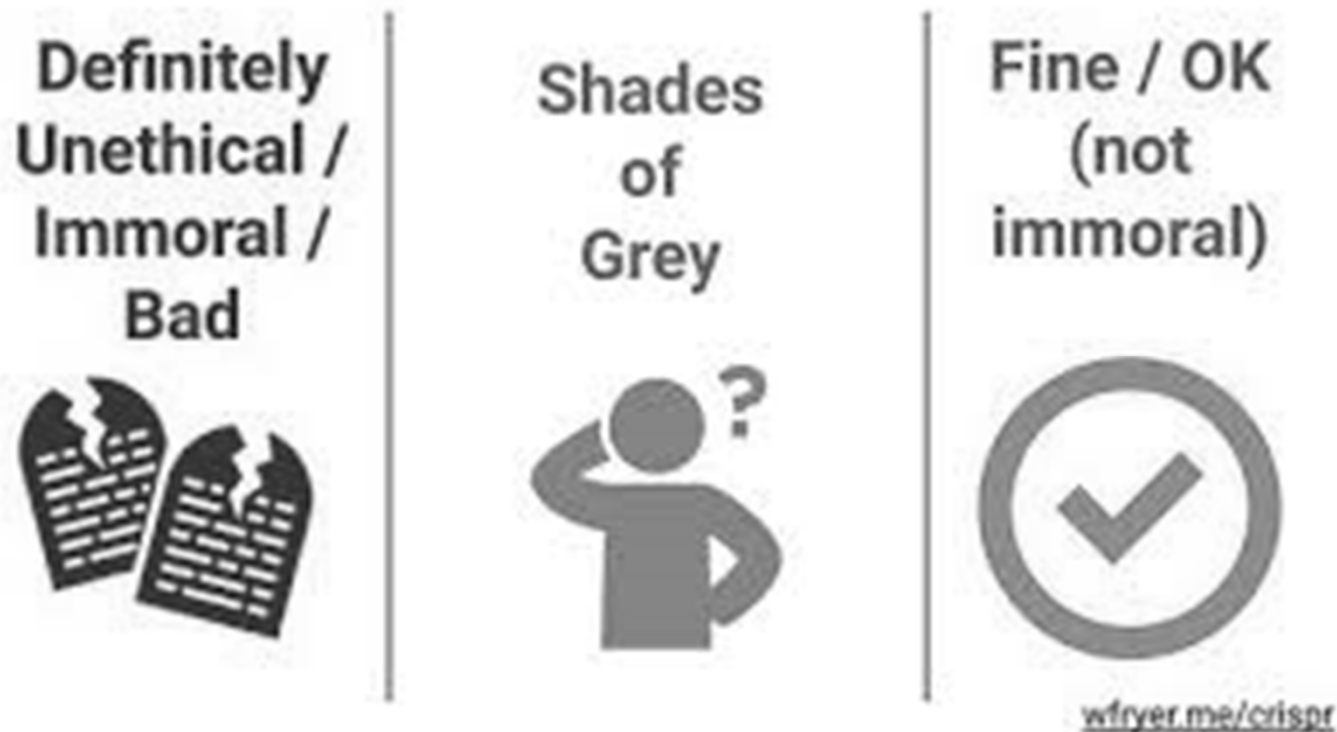
CORPORATE DIGITAL CITIZENSHIP

Individuals develop, and more notably, influence, AI.

But to what end?

- The common good?

- Personal benefit?

- Scientific curiosity?

- All of the above?

AI has been around for ages – some say it goes back to its formal foundations in 1956 at Dartmouth University, but classical philosophers developed the concept of inanimate objects created by humans that come to life thousands of year ago. Even Frankenstein is a story about AI.

- OECD principles: 42 countries have signed up to AI Principles
  - inclusive growth, sustainable development and well-being;
  - human-centered values and fairness;
  - transparency and explainability;
  - robustness, security and safety; and
  - **accountability**.

Personal data collection and sharing for analytics and use in AI-driven business tools is known to be an extremely powerful organizational asset

Map all we know about how we function to the digital, virtual business environment. **Transfer the values and ethics that "work", leave the stuff that doesn't.**

GOAL: **Applying logic for the common good.** Responsible businesses of the future should pull these concepts together to develop an digital environment for **ethical data management and good digital citizenship**

Q&A

Thank you