I. Main Content
    A. Main Questions
        1. (Q1) When may an ethical company profit from the use of personal data?
        2. (Q2) What responsibility should a company bear for harms that result from the use of personal data?
    B. Background
        1. Data
        2. Personal data
            a. Natural persons
            b. Linkability
        3. Algorithms
            a. Adam's attendance algorithm
        4. Databases
        5. Data mining
    C. Q1 Answer 1: When they own it
        1. Intro
        2. Ownership and rights to profit
            a. Necessary condition
            b. Sufficient condition
            c. Weakened version
        3. Ownership of what
        4. Property / ownership
            a. Property as a bundle of rights

            Bundle of rights
            b. Transfers
            c. Locke
                i. Account of property
                ii. Right of use
                iii. Application to Q1
            d. Kirzner

i. Kirzner's view
ii. Justification
iii. Application to Q1
iv. Is this necessary?

5. Problems for Q1 A1
    a. Divisibility Problem(s)
        i. What's divided
        ii. Technical problems
        iii. Metaphysical problems
            1. Floridi's ontological interpretation
    b. Conception of justice presupposed
    c. Other sources of concern
        i. Acquisition of data
        ii. Public vs. private information
        iii. Uses the results are put to

D. Q1 Answer 2: When we let them
    1. Intro
    2. Notice and Consent
        a. Consent intro
            i. Political obligation and consent
                1. Early days
                2. Explicit consent
                3. Tacit consent
                4. Wild west internet
            ii. Informed consent
                1. Informed
                    a. Accuracy
                    b. Understandable / level of detail
                2. Capable of deciding
                3. Voluntary

b. What must be disclosed
c. Strengths of notice and consent model
    i. Spells out all details
    ii. Gives consumer basis for trust
    iii. Opportunity for market differentiation
    iv. Other strengths
d. Problems with notice and consent
    i. Consent part
        1. Inescapable / no real choice
        2. Hard to judge risks / consequences of agreeing
        3. Difficulty of knowing competence of person agreeing
    ii. Notice part
        1. TL;DR
        2. Policy revisions
            a. Lock-in
        3. 3rd party use
        4. Legalese
            a. Interpretation against body of case law
    iii. Other problems
        1. Economic externalities
        2. Affects the value we put on privacy
        3. Spider lawyers
e. Attempts to fix notice and consent
    i. Standardizing and simplifying policies
    ii. Stavra example
    iii. Opt out vs opt in
f. Transparency paradox
    i. Paradoxes
    ii. The transparency paradox
    iii. What guarantees the paradox

        iv. Objection: informed consent works in medicine
            1. Response: Nope not fixed in medicine
            2. Response: Unknowability
        v. Alternative approaches to saving notice and consent
            1. Privacy consultants
                a. Concerns about privacy consultants
            2. Ratings organizations
3. Nissenbaum's approach
    a. Contexts
    b. Contextual integrity
    c. Informational norms
        i. Norms of appropriateness
        ii. Norms of flow / distribution
        iii. 3 elements
    d. Her opponent
        i. Distinct
        ii. Distinctive
        iii. Contra distinct
        iv. Contra distinctive
    e. Decision heuristic
        i. Locate relevant existing contexts
        ii. Explicate existing norms
        iii. Identify disruptive flows
        iv. Evaluate flows against norms
    f. Easier cases
        i. Privacy in medicine
        ii. Privacy in banking
        iii. Netflix, youtube, etc
    g. Harder cases
        i. Analogs of social media?

        ii. 2 guidelines for locating contexts in hard cases
            1. How the company presents itself
            2. Looking to relevant values or purposes
                a. Problem: does this abandon contexts?
    h. Objections
        i. Overly conservative
        ii. Contexts as cement shoes
        iii. Commercial nature of the web
        iv. Basing on the real world better not mean the real world
E. Q2: Bads and blames
    1. Intro
    2. Test cases
        a. Data hoarder
        b. Argument tweeter
        c. Internet isolation
        d. People Ratings Agencies
    3. Harms of informational privacy violation
        a. Methodology
            i. The problem with starting from privacy
            ii. Focus on harmful violations of privacy
        b. The concept of harm
            i. Harm principle
            ii. Definition of harm
                1. Setback of interest
                    a. Interests
                        i. Well-being
                    b. Setbacks
                        i. Death
                        ii. Other problems
                2. Wrongfulness

3. Method
4. Odd cases
    a. Harmless rights violations
    b. Hurting without harming (self-defense)

c. Informational harms -- setbacks
    i. Exploiting weaknesses
    ii. Location
        1. Car
        2. Phone
            a. Apps
        3. Social media
    iii. Threats to autonomy
    iv. Relationships
    v. Democracy
    vi. Surveillance capitalism

d. Informational harms -- rights violations
    i. Which rights?
        1. Non privacy rights
        2. Right to protected sphere
    ii. Accounts of right to protected sphere
        1. Negative Liberty account
            a. Positive liberty
            b. Negative liberty
            c. Right to protected sphere
            d. Objections
                i. Focus on interference
                ii. Intrinsic wrongness of privacy invasion
        2. Republican account
            a. Domination
            b. Right to protected sphere

            c. Objections
                i. Is collection always domination?
                ii. Intrinsic wrongness of privacy invasion
        3. Relational account
            a. Right to protected sphere
            b. Objections
    e. Can machines violate privacy?
        i. No. Understanding matters
        ii. Application of 3 approaches
4. Responsibility
    a. Intro
    b. Test cases
    c. What do we mean by moral responsibility
        i. (1) Reactive attitudes and evaluation are appropriate
        ii. (2) Compensation / retribution / apology may be owed
        iii. (3) Punishment may be appropriate
    d. Necessary conditions for moral responsibility
        i. (1) Causal connection: Actus reus
        ii. (2) Knowledge: Mens rea
        iii. Problems: causal connection
            1. Problem of many-hands
                a. Therac-25 treatment machine
            2. Temporal and physical distance
        iv. Problems: knowledge
        v. Problems: freedom
    e. Expanding the notion of responsibility
        i. Forward and backwards looking conceptions
        ii. Responsibility, liability, accountability
    f. Floridi and gatekeepers
        i. Warm up

ii. Starting points
iii. Agents
iv. Moral agents
v. Objections
vi. Moral agency without responsibility
vii. Pros

g. Are gatekeeper algorithms moral agents
h. AI bad things