



# CHAPTER 6

---

# Ethics and Privacy

- 
1. Ethical Issues
  2. Privacy



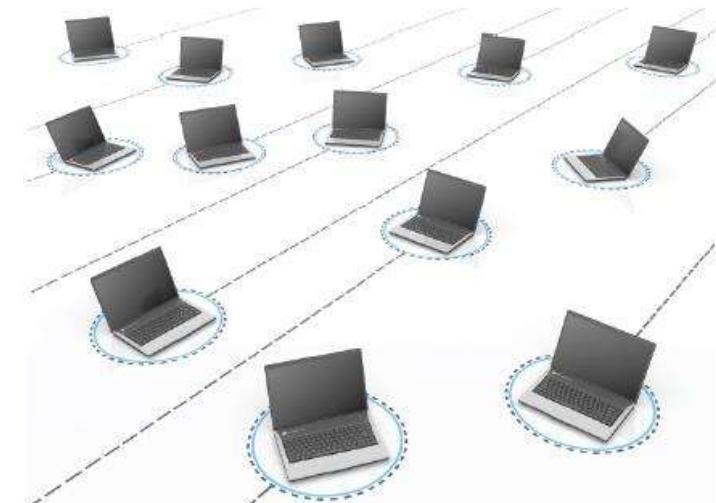
1. Define ethics, list and describe the three fundamental tenets of ethics, and describe the four categories of ethical issues related to information technology.
2. Identify three places that store personal data, and for each one, discuss at least one potential threat to the privacy of the data stored there.

# OPENING



- **Tapad Can Track You Across Devices**

1. Is Tapad's business model ethical? Why or why not?
2. What is the relationship between Tapad's business model and your privacy? Provide specific examples to support your answer.



# 6.1 Ethical Issues

- Ethical Frameworks
- Ethics in the Corporate Environment
- Ethics and Information Technology



© AlexMax/iStockphoto

# Ethical Frameworks

---

- Utilitarian Approach
- Rights Approach
- Fairness Approach
- Common Good Approach
- Five Steps of the General Ethical Framework

# Five Steps of the General Ethical Framework

---

1. Recognize the Issue
2. Get the Facts
3. Evaluate Alternative Actions
4. Make a Decision and Test It
5. Act and Reflect on the Outcome of Your Decision

# Ethics in the Corporate Environment

---

- Fundamental Tenets of Ethics
  - Responsibility
  - Accountability
  - Liability



© Marcopolo9442 / iStockphoto

# IT'S ABOUT BUSINESS 6.1

- **Cheating Is Risky for Business Students**

1. As the Turnitin database expands rapidly by incorporating a growing number of papers and essays, what will be the impact on subsequent papers submitted to it?
2. Discuss the ethical implications of writing a paper yourself that you know contains some plagiarized material and then using Turnitin's service yourself.



© DmitriyShironosov/iStockphoto.com

# Ethics and Information Technology

---

- Privacy Issues
- Accuracy Issues
- Property Issues
- Accessibility Issues



## 6.2 Privacy

---

- Electronic Surveillance
- Personal Information in Databases
- Information on Internet Bulletin Boards, Newsgroups, and Social Networking Sites
- Privacy Codes and Policies
- International Aspects of Privacy

# Privacy: Two Rules

---

- Court decisions in many countries have generally followed two rules
  - The right to privacy is not absolute
  - The public's right to know supersedes the individual's right to privacy.

# Electronic Surveillance

---

- ACLU – Electronic surveillance is rapidly increasing
- Emerging Technologies increase monitoring of human activity
- Facial Recognition
- Geotagging
- Photo tagging

# IT'S ABOUT BUSINESS 6.2

- **Those Mannequins Are Watching You**

1. Is using EyeSee mannequins in stores an ethical practice? Why or why not? Support your answer.
2. If stores notify people that they may be filmed, do the stores have to indicate how they might be filmed (i.e., by mannequins)? What are the ethical implications of how stores make these notifications?
3. Would knowing that the mannequins may be watching you change your shopping behavior? Why or why not? Explain your answer.
4. What are the privacy implications of the EyeSee mannequins, given that stores already have security cameras placed in strategic locations?



# Personal Information in Databases

---



© Pamela Moore/iStockphoto

- Major Concerns:
  - Do you know where the records are?
  - Are the records accurate?
  - Can you change inaccurate data?
  - How long will it take to make a change?
  - Under what circumstances will the personal data be released?

# Personal Information in Databases (continued)

---

- Major Concerns:
  - How are the data used?
  - To whom are the data given or sold?
  - How secure are the data against access by unauthorized people?

# Information on Internet Bulletin Boards, Newsgroups, and Social Networking Sites

---

- Weblog
- Free Speech versus Privacy

# IT'S ABOUT BUSINESS 6.3

- **Google Glass: Big Brother Really Is Watching You**
  1. Apply the general framework for ethical decision making to Google Glass.
  2. Do you feel that the functionality offered by Google Glass outweighs the potential loss of privacy that the technology could create? Why or why not? Support your answer.
  3. Would you use Google Glasses? Why or why not? Support your answer.
  4. If you were at a party or at a bar, would you be comfortable speaking to someone who was wearing Google Glasses? Would you be comfortable just being in the room with someone wearing Google Glasses? Why or why not? Support your answer.

# Privacy Codes and Policies

---

- Opt-in Model
- Opt-out Model
- Platform for Privacy Preferences (P3P)



# Table 6.2: Privacy Policy Guidelines: A Sampler

<p><b>Data collection</b></p> <p>Data should be collected on individuals only for the purpose of accomplishing a legitimate business objective.</p> <p>Data should be adequate, relevant, and not excessive in relation to the business objective.</p> <p>Individuals must give their consent before data pertaining to them can be gathered. Such consent may be implied from the individual's actions (e.g., applications for credit, insurance, or employment).</p>
<p><b>Data accuracy</b></p> <p>Sensitive data gathered on individuals should be verified before they are entered into the database.</p> <p>Data should be kept current, where and when necessary.</p> <p>The file should be made available so that the individual can ensure that the data are correct.</p> <p>In any disagreement about the accuracy of the data, the individual's version should be noted and included with any disclosure of the file.</p>
<p><b>Data confidentiality</b></p> <p>Computer security procedures should be implemented to ensure against unauthorized disclosure of data. These procedures should include physical, technical, and administrative security measures.</p> <p>Third parties should not be given access to data without the individual's knowledge or permission, except as required by law.</p> <p>Disclosures of data, other than the most routine, should be noted and maintained for as long as the data are maintained.</p> <p>Data should not be disclosed for reasons incompatible with the business objective for which they are collected.</p>

# International Aspects of Privacy

---

- Inconsistent Privacy and Security Laws
- Transborder data flow
- European Community Commission
- Safe Harbor framework for European citizen personal data