Big Data - A tool for inclusion or exc... - Big Data - A tool for inclusion or exclusion - Understanding the issues (FTC Report).pdf



25 highlights, 0 comments

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{FTC-Workshop-2014} "...the Federal Trade Commission ("FTC" or "the Commission") held a public workshop, Big Data: A Tool for Inclusion or Exclusion?, on September 15, 2014."

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{Big-Data-Consumer-Policy-Issues} "...big data also raises a host of other important policy issues, such as notice, choice, and security, among others."

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{Big-Data-Life-Cycle} "The life cycle of big data can be divided into four phases: (1) collection; (2) compilation and consolidation; (3) analysis; and (4) use."

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{Big-Data-Risk-Credit-Opps} {Big-Data-Risk-Employment-Opps} "For example, participants raised concerns that companies could use big data to exclude low-income and underserved communities from credit and employment opportunities."

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{FCRA-Right-Include-Accuracy-Access-Correction} "CRAs must implement reasonable procedures to ensure maximum possible accuracy of consumer reports and provide consumers with access to their own information, along with the ability to correct any errors."

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{FCRA-Requires-Fact-Specific-Analysis} "Only a fact-specific analysis will ultimately determine whether a practice is subject to or violates the FCRA, and as such, companies should be mindful of the law when using big data analytics to make FCRA- covered eligibility determinations."

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{Equal-Opp-Laws-10-Prohibited-Discriminations} "These laws prohibit discrimination based on protected characteristics such as race, color, sex or gender, religion, age, disability status, national origin, marital status, and genetic information."

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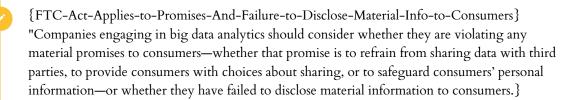
{Equal-Opp-Laws-Must-Record-Criteria-for-Selecting-Who-Gets-What-Solicitation} "With respect to prescreened solicitations, Regulation B also requires creditors to maintain records of the solicitations and the criteria used to select potential recipients."

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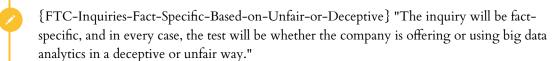


{Equal-Opp-Laws-Require-Case-Specific-Analysis} "Ultimately, as with the FCRA, whether a practice is unlawful under equal opportunity laws is a case-specific inquiry, and as such, companies should proceed with caution when their practices could result in disparate treatment or have a demonstrable disparate impact based on protected characteristics."

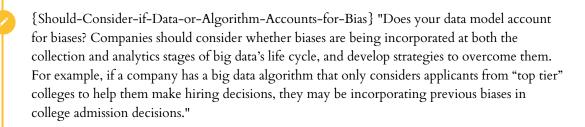
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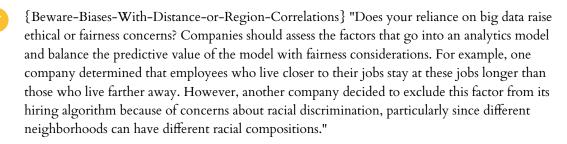
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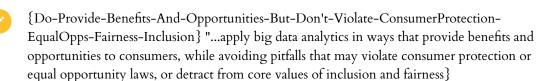
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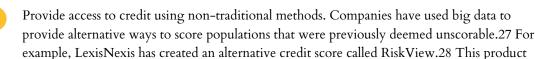
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relies on traditional public record information, such as foreclosures and bankruptcies, but it also includes educational history, professional licensure data, and personal property ownership data. Thus, consumers who may not have access to traditional credit, but, for instance, have a professional license, pay rent on time, or own a car, may be given better access to credit than they otherwise would have.29

Page 19 Dazza Greenwood October 4th 2016, 9:07:32 pm {Analytics-Can-Better-Serve-Credit-Worthy-Consumer} "Furthermore, big data algorithms could help reveal underlying disparities in traditional credit markets and help companies serve creditworthy consumers from any background."

Page 19 Dazza Greenwood October 4th 2016, 9:09:05 pm {Increase equal access to employment} Increase equal access to employment. Companies have used big data to help promote a more diverse workforce.35 Google, for example, recognized that its traditional hiring process was resulting in a homogenous work force. Through analytics, Google identified issues with its hiring process, which included an emphasis on academic grade point averages and "brainteaser" questions

Page 25 Dazza Greenwood October 4th 2016, 9:10:45 pm $\{Fair\ Credit\ Reporting\ Act\}\ ^{\star}\ This\ is\ the\ FTC\ riff\ on\ applicability\ of\ FCRA\ to\ big\ data$

Page 29 Dazza Greenwood October 4th 2016, 9:11:10 pm {Equal Opportunity Laws} * This is the FTC riff on applicability of Equal Opp laws to big data

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{The Federal Trade Commission Act} * This is the FTC riff on applicability of FTC Act to big data

Page 36 Dazza Greenwood October 4th 2016, 9:11:21 pm {Questions for Legal Compliance}

Page 44 Dazza Greenwood October 4th 2016, 9:12:10 pm {Research-Considerations} Consider whether your data sets are missing information from particular populations and, if they are, take appropriate steps to address this problem.

Page 44 Dazza Greenwood October 4th 2016, 9:12:12 pm {Research-Considerations} Review your data sets and algorithms to ensure that hidden biases are not having an unintended impact on certain populations.

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{Research-Considerations} Remember that just because big data found a correlation, it does not necessarily mean that the correlation is meaningful. As such, you should balance the risks of using those results, especially where your policies could negatively affect certain populations. It may be worthwhile to have human oversight of data and algorithms when big data tools are used to make important decisions, such as those implicating health, credit, and employment.

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