Initial Post

by [Jane Aldridge](#) - Monday, 28 August 2023, 2:30 PM

The following is an analysis of the Corazon medical technology startup case study, from an ethical, legal, social and also professional conduct perspective, within the framework of the British Computer Society (BCS) code of conduct (2022). The case study originates from the Association of Computing Machinery (ACM).

Section 1b of the BCS code of conduct (2022) states that members must have due regard for the legitimate rights of third parties, this is very important because Corazon is also offering their services to a vulnerable group of people, to patients living below the poverty line. And so Corazon needs to be extra diligent in ensuring that patients understand about their privacy rights, and how their data will be used. Vulnerable groups will need ethical clearance to ensure that they are not being exploited (Dawson, 2015). It is important when dealing with vulnerable individuals to ensure that there is respect for participants, informed consent, voluntary participation, data protection, and data confidentiality, and the principle of free, prior and informed consent (Vanclay et al, 2012). Although Corazon may be dealing directly with charities and not patients, it needs to ensure that the charities which it is interfacing with, do adhere to these ethical principles, by having an ethical governance structure in place (Vanclay et al, 2012).

One reason that Corazon has been successful is that they are vocal about being able to secure patient information, this could raise ethical issues, such as why are Corazon more successful in this regard than their competitors, and how do they ensure that it is very transparent to their patients how their data will be used, how long data will be retained for and how the privacy of their data will be protected. The BCS code of conduct 2022 states that public interest also refers to the protection of personal identifiable data to prevent unlawful disclosure and identity theft.

Section 2d of the BCS code of conduct (2022) states that legislation should be complied with and also needs to be understood. Corazon should also be adhering to the ethics outlined in the Helsinki Declaration (Vanclay et al, 2012). Corazon operates across multiple jurisdictions, because their heart monitoring device has been approved by multiple regulators, and so the regulations across different jurisdictions need to be adhered to.

Ethical issues overlap with legislation, in terms of data protection and adhering to Data Protection regulations, such as UK GDPR for the UK and GDPR for the EU (Dawson, 2015). UK GDPR states that personal data should be protected, and only kept for as long as required (Dawson, 2015). Section 1a of the BCS code of conduct states that members should have due regard for the privacy of others (BCS code of conduct, 2022).

Corazon is being transparent and adhering to section 2e of the BCS code, by seeking and accepting honest criticisms of its's work, by consulting with a researcher who had found a vulnerability in the application. However the researcher is just interacting with Corazon's technical leaders, there needs to be governance in place,

in terms of risk analysis and also ethics. There needs to be procedures for ethical governance (F Vanclay et al, 2012)

There are a number of areas where there is evidence that Corazon is meeting the expected BCS standards, as described below:

·   Section 1a of the BCS code states that due regard should be given to the wellbeing of others and Corazon by developing a heart monitor is definitely contributing to this code of conduct.

·   Section 1d of the BCS code states that all sectors of society should be included and Corazon has been working with charities and patients below the poverty line.

·   Section 2e refers to seeking and accepting criticisms of work and Corazon has an open bug bounty program, as well as welcoming independent reviews

·   Section 3a focus's on adhering to regulatory requirements, and Corazon's application has been approved by multiple countries regulation agencies.

References

Association for Computing Machinery (N.D.). ACM Code of Ethics and Professional Conduct. Available from: **https://www.acm.org/code-of-ethics**

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Vanclay, F., Baines, J., Taylor C. (2013) Principles for ethical research involving humans: ethical professional practice in impact assessment Part I. *Impact Assessment and Project Appraisal* 31(4): 243-253.