1. What are the possible ethical issues/dilemmas that might exist with the usage of your product?

Our website will store confidential data in a database. All these details must be highly secured, and if leaked, the impact will be huge. Our clients will have their personal information revealed in public. Information such as an address, a date of birth and many more.

2. For the particular ethical scenario/dilemma you have chosen:
   a) Who are the stakeholders in the scenario?

   The involved stakeholders are:

   - Our client(the company who requested the website)
   - The users of the website (our client's customers)
   - We, the team who developed the site and database

   b) What are the facts?
   - It is a start-up company, and we should be careful as they take their first steps, and foundations are essential.
   - They already have collected data but saved it into spreadsheets.
   - The current process is slow and not secure.
   - The company needs automation; once the car is affected, the user should get a personalised notification.

   c) Which facts raise ethical concerns? Why?

   They already have collected data but saved it into spreadsheets. The data must be prepared before it is entered into the database as it will cause problems when queries are in place.

   - Missing data, rows and column values
   - Mismatched data fields
   - Mismatched date formats

   d) What are the rights and duties of each of the stakeholders?

The user must acknowledge that the data they provide is legitimate and not someone's else. This will require some verification methods such as photo ID, DOB, security questions. This will enable us to create secure user accounts and avoid someone else having access to sensitive data by social engineering.

The company and the project team must put confidentiality policies and procedures that will set the access level for users and admins. These policies must underline the proper use of data and the consequences if privacy is breached. Part of the policies should inform the potential users how the company will store and use the data. E.g., if they will use any information for advertising or analysis. The customer has to accept the T&Cs before signing up.

Moreover, the company must ensure that their choice of DB must include backup methods and security keys to avoid loss of data.

e) Does the ACS Codes of Ethics and Professional Practice provide any advice on these issues? If so what?

As mentioned above, policies and procedures must be developed, and ACS is the best place to use as a guideline. If the company CheckYourCar plan to use their customers details in any form, it must be clear in their confidentiality policy, so the user must read and decide whether to accept or not.

f) How would you resolve the dilemma identified in point (c) above? Justify your decision.

The company already have some data collected over the years. Before transferring the data into the new DB, the data must e prepared. And because recalls are a sensitive issue, each record must be double-checked before the system starts sending notifications. The user must have an option to inform if they had their recall fixed or not, so the system shall know if it should send a reminder or not. The company should avoid sending notifications to clients who already dealt with a specific recall as it might cause friction between the user and their car company.

g) How are each of the stakeholders listed in point (a) affected by your decision?

The company once they have the website up and running and they have policies and procedures in place, they are liable for the collected information. If the information is breached and leaked, then the company will come against the law. Our team is responsible for protecting the company and their users from something like this happening. We inherit our client's responsibilities, and we should put in place a policy about how the company's employees access the data and protect our team from internal threats.

h) What should you do to avoid the dilemma in the first place?

Not to use the already existing data from the spreadsheets and start the database with a clean slate. So the information is current and verified.

i) What federal and/or state legislation currently exists in Australia that could apply in this or other similar situations? Consider any contractual obligations that may be relevant.

Australia has privacy acts for each state and territory. There are 13 Australian Privacy Principles and they govern standards, rights and obligations around:

- The collection, use and disclosure of personal information.
- An organisation or agency's governance and accountability.
- Integrity and correction of personal information.
- The rights of individuals to access their personal information.

j) What policies and procedures, if any, should be in place at the organisational level, or embedded in your design for the project to address this and other similar issues?

Policies that should take place are:

- Use of company property.
    - Where the staff should be responsible for the company's computer assets and the access they have, especially now with COVID and work from home, everyone is more exposed to dangers such as shoulder surfing, stealing the asset, misuse by a family member and many more.
- Use of social media.
    - Social media are very tempting for everyone to share what they know. E.g. if a friend of one of the staff registers a new vehicle on the website, we would not want the staff member to go on social media and post a congratulations message.
- A privacy policy, a document contained on the website that explains how the website or organisation will collect, store, protect, and utilise personal information provided by its users

And for the security of the site, we should embed:

- Install SSL certificates
- Keep the site and DB updated
- Regular backups
- Enable access levels for accessing information
- Increase the passwords complexity approval