**The Ethical and Legal concerns which may arise with the use of predictive analytics in organisations.**

[**http://www.informatica.uniroma2.it/upload/2017/IA2/RIchards%20and%20King%20BigDataEthics.pdf**](http://www.informatica.uniroma2.it/upload/2017/IA2/RIchards%20and%20King%20BigDataEthics.pdf)

**https://www.healthaffairs.org/doi/10.1377/hlthaff.2014.0048**