

School of Computer Science

Data Management in Fulfilment of

DATA9911

Maksymilian Drzezdzon

C15311966

Degree: TU060/1

Module Coordinator: Emma Murphy

Declaration of Ownership: I declare that the attached work is entirely my own and that all sources have been acknowledged: ☑

**Date: 2020/11/09**

Introduction - Provide a background to the product that you have chosen

by describing the key ethical and legal issues in the wider domain. [250

words]

• Describe the product that you have chosen detailing the way that it

collects and processes data with reference to its data lifecycle. [250

words]

• Identify and critique the publicly available information on the company’s

approach to data governance, data privacy and data ethics. [500 words]

• Based on your desk research conduct a First Principles Ethical test as

described by O’Keefe and O’Brien (2018). You can also reference other

ethical theories in your analysis. [250 words]

• Present recommendations on how the company’s approach to data

governance, data privacy and data ethics could be improved or clarified

based on the first principles ethics assessment that you conducted [500

words]

• Summary and Reflection - Summarise key findings and reflect on what

you have learned during both parts of the assignment [250 words]

• References

**Introduction**

The product/service picked is apples MacOs and its wider app store ecosystem. This is more so to point at the legal concerns that apple addresses on its devices that are introduced through third party apps. Google’s play store takes three-seven[1] days to review apps meanwhile apple takes one-two[2], this is in order to review whether apps are compliant with their respected user guidelines. There is a significant difference in time investment considering that apple is viewed as a pioneer in data privacy, this is a good learning opportunity to see potential inconsistencies in practice meanwhile review industry standards.

Companies like Facebook have gone unchallenged with unethical use of data and data manipulation in the form of psychological experiments on users. Apples update[3] to their operating system will notify users about their data being collected. This will push the conversation to the forefront of peoples day to day as before this it didn’t seem like a popular talking point amongst the public.

**Data life cycle**

Apples MacOS is an operating system that supports Apples other products, which in turn collect user data. How and what data is collected is illustrated on apples privacy page, the kind of data collected and used is dependant on what services one uses and how they interact with the product.[4]

Data creation

Most data created is manually entered by the user, such as billing information, account details, age. Automated data collection only kicks in when a user decides to use some of apples other products such as their financial planning apps, in that case they must provide consent before use etc. [4] Similar can be said about health tracking apps [5]

Data storage

Data Usage

Data Archival

Data Disposal

**Publicly available info**

**Conduct first principal ethical test**

Does it preserve or enhance human dignity?   
Does it preserve the autonomy of the human?   
Is the processing necessary and proportionate?   
Does it uphold the common good?  
Does the outcome violate any of these four points? If yes how could you

Mitigate any ethical risk?

**Recommendation on how the company can be improved**

**Summary and reflections**

**References**

<https://support.google.com/googleplay/android-developer/answer/9859751?hl=en#:~:text=Note%3A%20For%20certain%20developer%20accounts,how%20long%20this%20should%20take>.

<https://developer.apple.com/app-store/review/#:~:text=On%20average%2C%2050%25%20of%20apps,and%20you%20will%20be%20notified>.

<https://www.theguardian.com/technology/2020/nov/20/apple-accuses-facebook-of-disregard-for-user-privacy>

<https://www.apple.com/legal/privacy/en-ww/>

Personal data apple collects from you

https://www.apple.com/legal/privacy/apple-health-studies/en-ww/