

School of Computer Science

Data Management in Fulfilment of

DATA9911

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• 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 people’s 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 dependent 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 and decides to opt in their financial planning apps, in that case they must provide consent before use etc. [4]

**Data storage**

Apple uses administrative, technical and physical safeguards to protect personal information. [6][7]

**Data Usage**  
 Similar can be said about health tracking apps [5] it not only collects info you’ve entered but also your medical history information, sensor information such as heart rate, technical data that “does not permit direct association with any specific individual” according to the policy. The info is used to support the studies, develop health related products or reports with anonymized data. Alternately if data is used for other studies the end user will be asked for permission.

**Data Archival**

Sent out an email to apple asking about this process.

**Data Disposal**

Apple retains personal data only for as long as needed to fulfil the purpose it was collected for.[8]

**Publicly available data governance**

Some cool stuff here [9] https://www.apple.com/legal/privacy/en-ww/governance/

**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

[1], G. (2021, Feb 27). *play console help*. Retrieved from support.google.com: https://support.google.com/googleplay/android-developer/answer/9859751?hl=en#:~:text=Note%3A%20For%20certain%20developer%20accounts,how%20long%20this%20should%20take

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[3] Hern, A. (2020, Nov 20). *Apple accuses Facebook of 'disregard for user privacy'*. Retrieved from theguardian.com: https://www.theguardian.com/technology/2020/nov/20/apple-accuses-facebook-of-disregard-for-user-privacy

[4] inc, A. (2020, Dec 14). *Apple Privacy Policy, Personal Data Apple Collects from You*. Retrieved from apple.com: https://www.apple.com/legal/privacy/en-ww/

[5] inc, A. (2020, Nov 20). *Apple Health Study Apps Privacy Policy*. Retrieved from apple.com: https://www.apple.com/legal/privacy/apple-health-studies/en-ww/

[6]Apple. (2020, March 1). *Apple Platform Security*. Retrieved from support.aple.com: https://support.apple.com/en-ie/guide/security/welcome/web

[7]Apple. (2021, Feb 27). *Apple Privacy Policy, Protection of Personal Data at Apple*. Retrieved from apple.com: https://www.apple.com/legal/privacy/en-ww/

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