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**Performance Innovative Task: Digital Ethics Audit: Investigating Tech Practices in the Real World**

**Samsung**

1. **Executive summary**

This digital ethics review examines how Samsung handles fundamental digital ethical issues: privacy and data management, intellectual property rights, AI and algorithmic ethics, and social responsibility. As a world-leading tech company, Samsung is a prominent setter of good digital practice. While Samsung has made notable contributions in transparency, AI research, and accessibility, others like algorithmic fairness and more transparent user consent mechanisms require improvement. Applying the computing moral theories of utilitarianism, deontology, and virtue ethics, this report assesses Samsung's ethical position and makes suggestions for ongoing improvement.

1. **Background of the organization**

Samsung Electronics Co., Ltd., established in 1969 and headquartered in Suwon, South Korea, is one of the globe's biggest tech firms. It produces electronics, semiconductors, mobile phones, TVs, and home appliances. Samsung also heavily invests in AI, IoT, and 5G technologies. As of 2024, it has a business presence in more than 80 countries and a robust online ecosystem, which means ethical digital governance is essential.

1. **Key findings**
2. **Privacy Policies and Data Handling**

* **Strengths  
  -** Samsung publishes a Global Privacy Policy compliant with GDPR and CCPA, detailing how it collects, uses, and protects personal data.

- Offers data portability and deletion tools through its Samsung Account settings.

- Utilizes end-to-end encryption in services like Samsung Knox.

* **Weaknesses  
  -** Some vague phrasing in policies can obscure user understanding.

- Cross-device tracking and AI-based personalization raise concerns about informed consent.

1. **Intellectual Property Use or Violations**

* **Strengths  
  -** Samsung holds tens of thousands of patents, actively contributing to open innovation while protecting its own IP.

- Has participated in patent cross-licensing and standard-essential patent (SEP) agreements.

* **Weaknesses  
  -** Involved in legal disputes with Apple and other firms over alleged IP infringement.

- Accused of reverse-engineering competitor technologies in past lawsuits.

1. **Ethical Standards in Algorithm Development or AI Use**

* **Strengths  
  -** Samsung established an AI Ethics Charter in 2020 focused on fairness, transparency, and human-centered AI.

- Invests in explainable AI and responsible facial recognition.

* **Weaknesses  
  -** Limited public information on how bias is measured and mitigated in its consumer-facing algorithms.

- No dedicated AI Ethics Board with independent oversight.

1. **Social Responsibility**

* **Strengths  
  -** Champions accessibility, offering features like screen readers, voice control, and hearing aid support across devices.

- Runs social impact programs, such as Samsung Solve for Tomorrow and Tech Institute for digital skills training.

- Efforts in environmental sustainability (examples: eco-packaging, carbon neutrality goals).

* **Weaknesses  
  -** Some criticism around labor practices in supply chains, especially involving subcontractors in other countries.

- Inconsistent global accessibility standards across all product lines.

1. **Evaluation using computing moral theories**

* **Utilitarianism**- Samsung maximizes overall benefit to the greatest number by encouraging innovation, accessibility, and security. Unclear data sharing practices may inflict hidden costs on users.
* **Deontology**- Samsung meets legal requirements, but the ethical responsibility to provide clear user consent and anti-bias protection is not entirely fulfilled,
* **Virtue Ethics**

- Samsung’s forward-thinking positions like AI fairness or education demonstrate corporate virtue, but transparency and autonomy in ethics management are where it needs to be better.

1. **Recommendations for improvement**
2. **Strengthening Transparency in AI**

* Release bias audits and fairness reports for consumer-facing algorithms.
* Create an independent AI ethics advisory board.

1. **Enhance Privacy Clarity**

* Redo privacy terms in plain language and real-time consent prompts.
* Provide clearer controls for cross-device data sharing.

1. **Improve Global Accessibility and Labor Accountability**

* Implement consistent accessibility standards on all global product lines.
* Regularly audit third-party suppliers and release findings.

1. **Promote Open Source and Responsible IP Practices**

* Increase open-source project participation and release IP transparency reports.

1. **Citations**

* **Samsung Global Privacy Policy** [***https://www.samsung.com/us/account/privacy-policy/***](https://www.samsung.com/us/account/privacy-policy/)
* **Samsung AI Ethics Charter (2020)**
* **GDPR – General Data Protection Regulation** [***https://gdpr.eu/***](https://gdpr.eu/)
* **CCPA – California Consumer Privacy Act** [***https://oag.ca.gov/privacy/ccpa***](https://oag.ca.gov/privacy/ccpa)
* **S. Russel & P. Norvig, *Artificial Intelligence: A Modern Approach*** [***https://aima.cs.berkeley.edu***](https://aima.cs.berkeley.edu)
* **Luciano Floridi, *The Ethics of information* (Oxford, 2013)** [***https://academic.oup.com/book/35378***](https://academic.oup.com/book/35378)