1. Privacy and Legal Frameworks (GDPR)

The source file `terspegelt.json` contains personal data of guests, such as the `displayName` (e.g., "Anita Weenink" or "Jan Aarts"). In accordance with the **General Data Protection Regulation (GDPR)**, it is essential that this data is handled with care:

- **Anonymity:** In the data pipeline (`clean_reviews.py`), raw reviews are processed into a usable format. Acting with integrity means that the names of individual guests are not visible in the final dashboard or public reports to safeguard privacy.
- **Transparency:** The project utilizes publicly available reviews from platforms such as Google Maps. The legal frameworks for scraping and analyzing this public data are respected by using the data exclusively for the internal quality improvement of the recreation park.

2. Ethical AI and Algorithmic Integrity

The project employs advanced language models (`transformers` library) for sentiment analysis in `analyse_sentiment.py`.

- **Awareness of Bias:** As a student, I am aware that AI models can contain biases. By analyzing reviews at the sentence level instead of solely based on the star rating, I strive for a fairer representation of the actual customer experience.
- **Objectivity:** The integration of external data sources, such as historical weather data (`weather_data.csv`), serves to objectify subjective feedback. This prevents management decisions from being based solely on outliers in the sentiment analysis without context.

3. Professional Integrity and Intellectual Property

- **Licensing:** By providing the repository with an **MIT license**, I act in accordance with the legal standards for open-source software. This provides clarity regarding the use, distribution, and liability of the developed code.
- **Accountability:** The automation of the pipeline via `run_pipeline.py` ensures a reproducible and transparent process. This minimizes the risk of human error or intentional manipulation of the data, which is crucial for the integrity of the insights delivered to TerSpegelt.