**NAC should be allowed to use any type of personal data in their dashboard**

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Author: Vladislav Stoimenov, 235030

NAC Breda is football team from Breda, Netherlands. The statement that the report will cover and go through all the phases of critical thinking is – NAC should be allowed to use any type of personal data in their dashboard. The purpose for it is to identify whether NAC Breda should have access to all personal data about the footballers and fans and whether stakeholders are using this information in the most ethical way possible. Going through the five different phases of critical thinking, will give an idea of the balance of usable data and players’ privacy.

According to the official NAC Breda website the goals for the club are to achieve more success in the upcoming year (2024) and to keep the fans interested in NAC’s matches. The club aims to investigate possible player transfers and find the best ones to become on the top of the league, the team is playing in. For this purpose, NAC needs a lot of personal data about the players. Apart from new players, the club is also interested in the fans views of its development and what they want to see in the future. Everything can be achieved by collecting an appropriate data needed. Using personal data in sport analytics can contain a lot of benefits for the team and its fans. Information, such as, player performance and fan engagement could be easily seen and very useful. In the website of the club, the privacy statement and collected data from NAC are shown.

As easy reachable from the website, the collected data is more likely to cover the GDPR (General Data Protection Regulation) regulations. It is widely described which data are being used and their privacy, stored from the club. The team offers a transparent and clear overview of: for what purpose the personal data is being processed, which of the personal data may be processed, how long the data will be stored, what measures the club has taken to protect everyone’s personal data. NAC also displays people’s rights of viewing, modifying or deleting their data from the site. Everyone whose information is in the site is allowed to contact NAC and describe whether some of the information or all of it should be modified or fully deleted.

Specifically, everything about collected data is being described in the privacy statement. But there are other issues that could be found with sharing the data. For example, as said in the privacy statement, the site cannot investigate if the person that data is being collected is under 16-years-old or greater. All this can lead to violation of the ethical norms and GDPR. This problem can be solved by an agreement from each visitor that has to be at least 16-years-old, so its data to be stored or not. NAC should not be allowed to use any type of personal data, without the person’s knowledge. The club has to use only the information needed for purposes of the team, its development and growth which cover the ethical principles and norms. Before collecting the information, everyone needs to be asked and assign and agreement for giving the data. When the privacy statement is being updated, all the people have to be informed and make an agreement again. The details may only be shared with individuals on the NAC staff who are authorized to access the personal data. Authorization should only be granted to individuals who have good reason to process the data. As a rule, it is not legal to publish sensitive, personally identifiable research data without the consent of the individual. NAC must strictly follow these rules.

In general, to say whether the data privacy is on top level. A lot of factors can lead to violation of the ethical norms. People cannot be sure if their privacy information is being used in appropriate way, or someone is collecting it for its own purpose. NAC may be allowed to use any type of personal data in their dashboard, only if permission is granted from the person. Any use of data without permission crosses every ethical line and do not cover the ethical norms. Situations as stealing data and using it wrong can get everyone into a lot of troubles and worries. Avoiding that it is preferable everyone to pay a lot of attention on what information gives and strictly follow who and how is likely to use the data.

**Sources**

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