**News Article Overview**

       While Apple recently announced a delay, the company plans to roll out a system that scans users' phones to identify and flag photos of child sexual abuse.[1] While this proposed scan is grounded in good intentions, there are valid concerns centered around Apple's trustworthiness. Notably, fears arise around whether Apple will use this process elsewhere and beyond its intended purpose. These concerns highlight the distrust present in data use and privacy, even when a system may be in place for the greater good.

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[1] Weissinger, Laurin. "Apple's Plan to Scan Your Phone Raises the Stakes on a Key Question: Can You Trust Big Tech?" *The Conversation*, 14 Sept. 2021, https://theconversation.com/apples-plan-to-scan-your-phone-raises-the-stakes-on-a-key-question-can-you-trust-big-tech-166797.

**Class Concept: The Five Cs (Consistency and Trust)**

**MEMORANDUM**

TO:               Joe Manager
                        Health Data Analytics Manager

FROM:          Adam Bakopolus
                        Health Data Analyst

DATE:           October 31st, 2021

RE:                Adverse Childhood Experiences (ACEs) Project

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       As discussed earlier in our team-wide check-in, the Adverse Childhood Experiences (ACEs) flag is currently in development. As a refresher on this project, through use of medical enrollment information and medical and pharmacy claims data, children in vulnerable situations can be identified as needing assistance or some sort of intervening conduct. For example, a child can be linked to a parent through medical enrollment data such as first name, last name, address, etc. Then, if one of the parents has medical claims data that suggests alcohol or drug dependence, the child can be flagged as being in an ACEs household. The goal is to generate a standalone report for clients that flags children for increased social work and medical intervention. To test the feasibility of this flag, development has begun on datasets readily available in our system tied to our state government contract. As a new analyst assigned to this project, I reviewed this client's statement of work (SOW) and did not see an acknowledgment that an ACEs flag would be generated with the submitted data. Following this review, I recommend that this development work pause until client approval is granted.

       Our current approach ignores the importance of client consent and the clarity around data usage.[2] While consent from the state government was successfully and appropriately received by our organization to receive healthcare data and utilize it to generate reports specified in the SOW, this consent was not received for the ACEs flag specifically. Without consent to the ACEs flag, our client does not have clarity into how their data is being used and they must be made aware of "what is going to be done with the data, and any downstream consequences of how their data is used."[3] Therefore, without informed consent, development work should be paused.

       The importance of consistency and trust between client and contractor cannot be understated, and data usage outside of its intended purpose sows mistrust.[4] If work on the ACEs flag proceeds

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[2] Loukides, Mike, et al. "The Five Cs." *Ethics and Data Science*, O'Reilly Media, Inc., Sebastopol, CA, https://learning-oreilly-com.proxy.lib.umich.edu/library/view/ethics-and-data/9781492043898/ch03.html#idm140316128118864. Accessed 31 Oct. 2021.

[3] *Ibid.*

[4] *Ibid.*

without official sign-off from the client, there is a danger that the trust within this critical relationship may be lost. While the ACEs flag does have good intentions behind its development, these good intentions don't outweigh the importance of limiting data only to its intended use. Additionally, if there was a data breach and ACEs flags for the state government's populations were released, there would likely be severe consequences as this data should never have been available. With constant fears in the data privacy space of data being used beyond its original scope, I strongly reiterate the need for a client sign-off before any additional development work proceeds.

**References**

Weissinger, Laurin. "Apple's Plan to Scan Your Phone Raises the Stakes on a Key Question: Can You Trust Big Tech?" *The Conversation*, 14 Sept. 2021, https://theconversation.com/apples-plan-to-scan-your-phone-raises-the-stakes-on-a-key-question-can-you-trust-big-tech-166797.

Loukides, Mike, et al. "The Five Cs." *Ethics and Data Science*, O'Reilly Media, Inc., Sebastopol, CA, https://learning-oreilly-com.proxy.lib.umich.edu/library/view/ethics-and-data/9781492043898/ch03.html#idm140316128118864. Accessed 31 Oct. 2021.