

Ethics For Platforms



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Let us talk about 'Ethics'

- Ethics are about what is good and what is right.
- Logic is about truth.
Aesthetics are about beauty.
Ethics are about goodness.
- But is the Internet today, an “**ethical**” place?
- Or is it inherently unethical and making it too easy for us *Netizens* to act immorally?

How much do we know about where “our data” goes?

- We use a variety of services through the Internet: Emails, Facebook, Instagram, etc.
- One thing that is common to all (besides how addicting they are) is that we never really know how or where our data is used.
- The companies give us a very opaque and abstracted view of what is really going on.

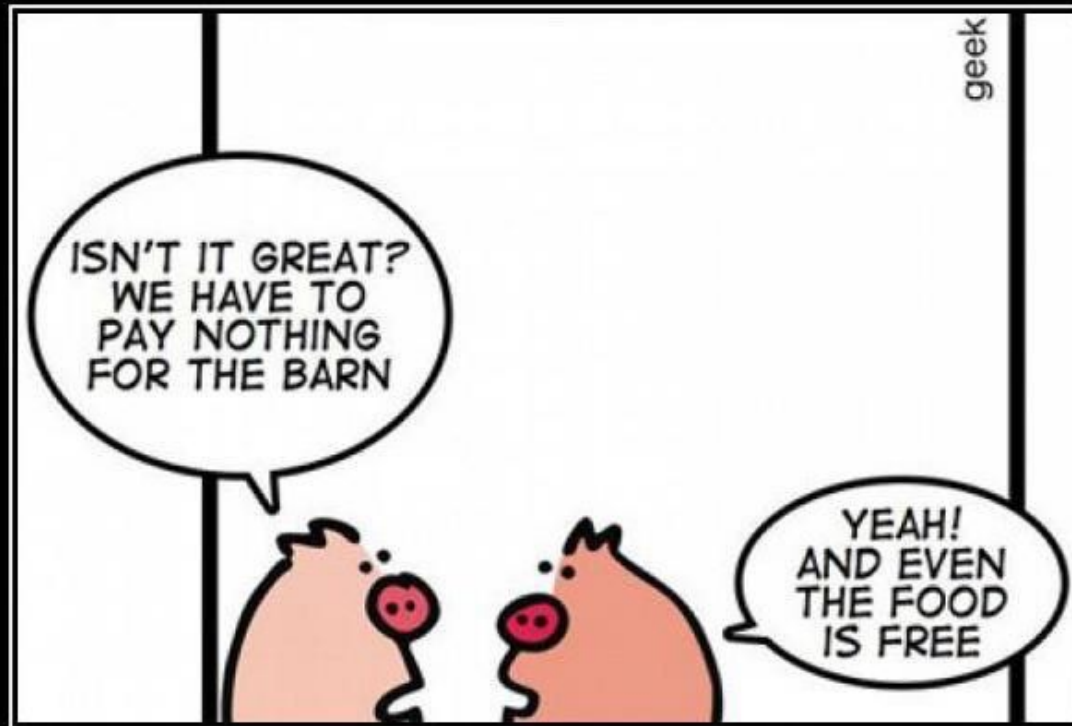


What can go wrong?

- Privacy, now a *fundamental right* in India is being invaded by the dot-com companies under the name of “targeted advertising”.
- Our likes, dislikes, interests are being sold to advertisement companies.



A comic that accurately describes our relationship with Facebook



FACEBOOK AND YOU

If you're not paying for it, you're not the customer. You're the product being sold.

And can we trust the companies with protecting our data?

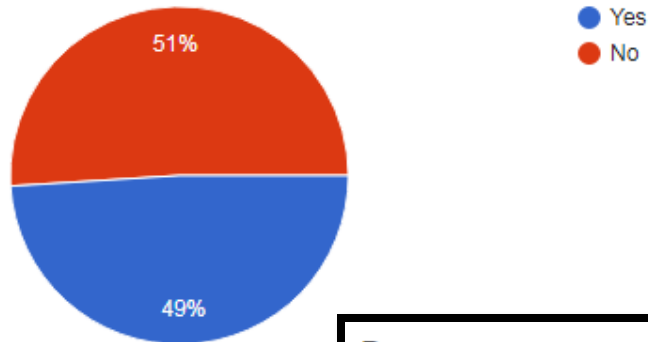
- Data leaks are happening very frequently, putting the personal and private data of individuals at risk.
- Recent leaks include the **Equifax** breach in the US and the **Reliance Jio** leak in India.
- Should the companies have so much of our data in the first place?



Are we the only ones to feel this way?

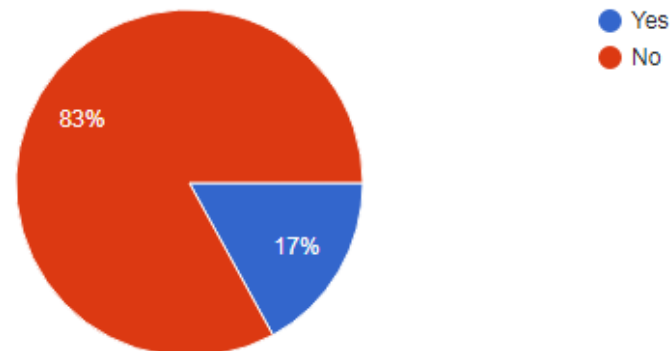
Do you trust the privacy policies of companies like Facebook and Google?

100 responses



Do you approve companies using your private data for tracking and advertisements?

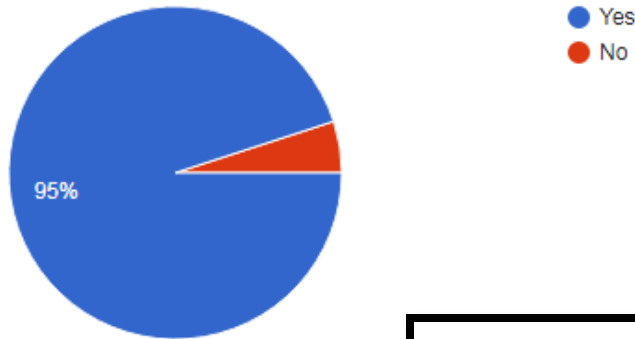
100 responses



Are we the only ones to feel this way?

Do you think handling of your private data needs more transparency?

100 responses

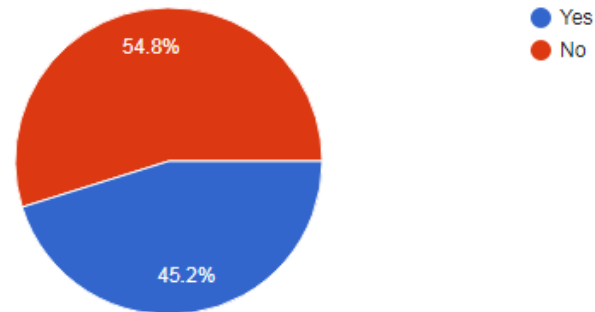


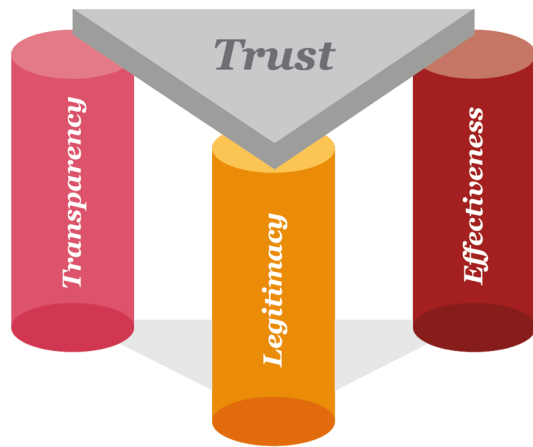
“My data belongs to me”



Do you trust messaging apps like WhatsApp to be secure enough for business communication? (Optional)

93 responses



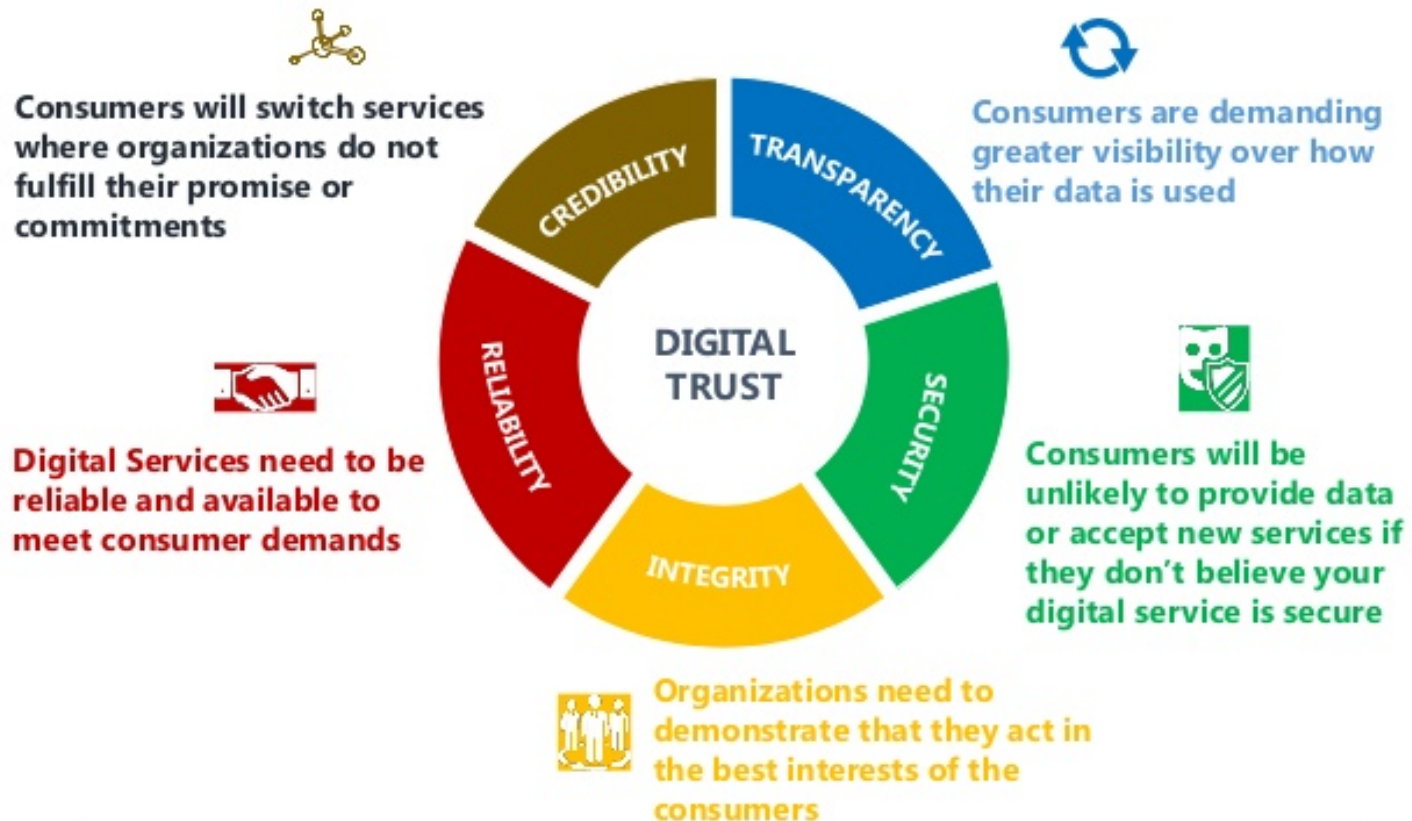


Digital Trust

- It is clear that as of today, there is distrust amongst the consumers when it comes to their digital dealings.
- The companies who treat **data ethics** as a social responsibility, as important as environmental awareness, are tomorrow's winners.

Digital Trust – What to keep in mind?

5 Attributes of Building 'Digital Trust'



So, what can be done?

- To start with, the people need to *choose* services that allow us to transparently look at how it is working and using our data.
- Adopting such products may result in degradation in performance, but it is a necessity, and they will improve over time.
- We must not fall prey to the dot-com giants and allow our data to be compromised.
- We need to know and fully understand our “Right to **p**rivacy” and reject anything that does not honour it.

How can technology help?



What is Solid?

Solid is an exciting new project led by Prof. Tim Berners-Lee, inventor of the World Wide Web, taking place at [MIT](#). The project aims to radically change the way Web applications work today, resulting in true data ownership as well as improved privacy.

How can technology help?

The **SAFE Network** is a decentralized data storage and communications network that provides a secure, efficient and low-cost infrastructure for everyone.

[Participate in Test 19](#)

Secure Access For Everyone

Rather than using data centers and servers which are prone to data theft and surveillance, the SAFE Network uses advanced peer-to-peer technology that joins together the spare computing capacity of all SAFE users, creating a global network.

How can technology help?

The **Old Internet** is Broken

Mass Data Breaches

Traditional apps store user data in massive data silos. This results in high value targets just waiting to be breached. With a single app, confidence in the safety of your data requires blind trust in dozens of companies.

Insecure Connections

With traditional apps, a secure connection is far from a certainty. Domain names and website certificates are vulnerable to compromise. Reliance on 3rd party servers and many trusted services makes us less safe.

Platform Lock-in

With traditional apps, the digital keys to identity and authentication are owned by large monopoly platforms. Users and developers are locked in and restrictions are placed on innovation.

The **New Internet** is Here

Own Your Data

With Blockstack apps you truly own your data. It's kept on your device and encrypted before backed up in the cloud. This removes the need for blind trust in 3rd parties and makes it easier to keep your data safe.

Own Your Apps

Blockstack apps put you in control of your software. Apps are loaded via a secure domain name system and live on your devices. Independence from 3rd parties makes you more safe.

Own Your Identity

With Blockstack apps you own your identity. Your digital keys are seamlessly generated and kept on your device. This lets you move freely between apps and control your online experience.

Take control of your Privacy.
Take control of your Data.



Thank You!!