

# Project 4 - Entrepreneurism & Ethics

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## Group 4

### 1: Ethical Business Plan

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#### 1.A. Company Name

PlotPoint

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#### 1.B. Long-Term Vision Statement

##### 1.B.1 Goals:

The goal of PlotPoint is to make navigation more universally accessible, regardless of whether or not someone owns a smartphone or has internet access. We here at PlotPoint want to create a network of public information kiosks that allow anyone, from tourists to unhoused people, to have access and find directions to their desired location. In the long term, our goal is to expand this service into multiple cities while partnering with local businesses, non-profit organizations, and tourism firms to have accurate information that is always available. We aim to incorporate multilingual capabilities and accessibility features for people with disabilities, ensuring inclusivity is built into our service.

##### 1.B.2 Idea Origination:

The idea for PlotPoint came from recognizing that not everywhere in the world has access to smartphones or the internet. Many apps out there rely on having a working phone or reliable internet. This idea came from discussions about how technology is not readily available everywhere. We here at PlotPoint wanted to bridge accessible digital technology with public service infrastructure.

##### 1.B.3. Purpose/Values/Mission:

The purpose for PlotPoint's kiosks is to make navigation accessible to everyone, regardless of access. With the technology that the kiosks possess, inclusivity and equality are values we considered with our touch-screen and speech recognition features. Our mission is to

support those without access to cellular devices or the internet by offering a tool that they can use. Tourists unfamiliar with the area can see potential points of interest and unhoused individuals can locate resources like shelters or food pantry. We wish to serve as a public good while balancing technology with social responsibility.

#### **1.B.4 Key Questions:**

Some key questions that come to mind for us here at PlotPoint:

- How can we maximize impact for unhoused individuals and vulnerable populations?
  - How do we ensure booths respect privacy while ensuring accurate information to users?
  - How can we innovate and improve without straying away from our mission of inclusivity and community service?
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### **1.C. Strategy with Ethical Impacts and Ethical Safeguards:**

#### **1.C.1.1 OKR 1 Objective and Key Result**

PlotPoint's kiosks will be used in public places to support users like tourists, locals, and unhoused people. Users will vary from income, race, gender, and interests so the interface will be friendly and accommodating so that anyone can use it. These users will not be video recorded, but their search locations will further help promote nearby businesses and locations of popular interest. Users can approach the kiosk and activate it by touching the screen, or by speaking to it.

Key stakeholders include end users, PlotPoint, PlotPoint employees, and potential sources of funding like local businesses, government agencies, and tourist locations. We will advertise these businesses to users of the kiosk as part of the partnership to create mutual benefit. The users will be able to search desired locations, recommended sight-seeing places, and upcoming events, as provided by these sources. It serves as a symbiotic relationship between our company and the sources as both parties obtain and offer information and business to each other. The objective with these kiosks is to secure funding from these sources on top of already established funding from grants from governments to help with maintaining and improving our technology. The way we will achieve this objective is to establish three partnerships with nearby businesses within a year.

#### **1.C.1.2 OKR 1 Metric with Experiment**

For our metric, we will measure the amount of agreed partnerships divided by the number of businesses approached. Since the goal mentioned before was three partnerships within a year, we will approach a new business every week for the year. Of the fifty two weeks in a year, forty of them will be used to approach businesses. Our goal of three businesses divided by the forty weeks equates to 7.5%. Therefore, our goal will be to have a success rate of  $\geq 7.5\%$ . A successfully obtained partnership is considered filling out a contract with agreed terms from the business and our company.

Another experiment will be the business letting us know how many users went to them. Since we do not track user data, users will let their business know that they found them through our kiosk. This will be up to the discretion of the business, whether to discount their purchase. We will measure the success of this experiment by five hundred users successfully interacting with the business over six months. The business will let us know and we will update our records accordingly. This translates to roughly twenty users per week visiting the business. If the business sees roughly a hundred customers a day, we measure the success rate as  $\geq 20\%$ . We will then use this data to influence other businesses to show how much of an influence our kiosk is to the local business. This will help us secure more sources of funding for future partnerships.

### 1.C.1.3 OKR 1 Ethical Impact/Issue

The primary ethical concern for our kiosks lies in data privacy. Even though users are not recorded, the collection of data via businesses still lies in our servers. This can lead to a collection of data that can reveal patterns that indirectly affect users. In [1], this court case shows authorities can access cell location data without a warrant, leading to concerns about the Fourth Amendment and privacy rights. This reflects with our kiosks on how our attempt for user anonymity can still expose users to privacy concerns.

The next ethical concern lies with biased data. From [2], kiosks from this study found that voice and touch interaction improved accessibility, but required more testing across different demographics to avoid bias. From [3], their kiosks for museum items promoted some over others, leading biased representation. Considering that we want our kiosks to be accessible to all walks of life, having diverse options helps mitigate the bias.

Another ethical concern lies with commercial influence and conflicting interests. Again from [3], some items were shown over others. If some sponsors are being shown over other businesses that users are looking for, that leads to a concern where information neutrality is favoring the businesses that are funding for it. From [4], public systems succeed when they are transparent and have equitable access. Because funding comes from local businesses, there comes a risk that each sponsor may influence the kiosk to where it prioritizes that business. Kiosks are generally in places near public transportation, so government and business interests may conflict.

Expected Ethical Impact Risk Table

Stakeholder	Financial Risk	Privacy Risk	Conflicting Interest Risk	Violation of Rights
Users	Low	Medium	Medium	Medium
Company	High	Medium	High	Medium
Local Businesses	Medium	Low	High	Low
Government	Medium	Low	High	Low

Users: The financial risks for users are low as they are not charged for using our kiosks. There is some privacy concern when using our kiosks due to data being stored on our servers. This one occurs after our partnered businesses send information regarding how many customers they received. While users are not recorded, this data can leave users exposed as it can show a trail of where users frequent. There is conflicting interest risk due to the diversity of users, as their searches vastly differ from one another. There is potential for violation of rights due to our kiosks not having an end user license agreement on the kiosk, but available via our website. Users may think they are recorded but there is only video tracking, which is also mentioned on our website. Not all users would be aware of these details.

Company: The financial risks for the company are high due to us being reliant on partnerships for funding. If kiosks are disabled or go down due to hardware issues, we are responsible for fixing them. The company faces some privacy risk as all data stored in our servers could be breached, causing mistrust from users and/or business partners. There is a lot at stake regarding conflicting interests due to us having to balance what users see on our kiosks. Businesses want their advertisements to be seen as often as possible but we have to make sure that it is non-intrusive to users as well. The company has some violation of rights risk due to us having to protect user privacy. Other stakeholders may be at risk if our kiosks are poorly designed.

Local businesses: Local businesses that invest in kiosks have some risk but the return can be good. This depends on users seeing the advertisements. Privacy risks for these businesses are low due to us directing users to them and not recording that information. The issue lies in looking at trend data where repeated visits can lead to potential risk. Conflicting interests can be high due to us, the company, making sure that our kiosks show a neutral amount of information, whereas businesses would prefer their advertisements to be as present as possible. Violation of rights is low due to our agreed upon contract. Both parties will uphold their responsibilities, thus ensuring equality.

Government: These stakeholders are present for financial risks due to potential congestion near public transportation areas. If kiosks are unable to satisfy enough users in a period of time, government owned locations like bus stops may have delayed schedules due to traffic. Privacy risk is low as there is no data being collected or shared with these stakeholders. Conflicting interest is high due to user interest and business sponsorships must be balanced. Violation of rights is low due to the government having little oversight over the kiosks. Potential concerns are raised when it affects the government's integrity if users find the kiosks to be detrimental.

### **1.C.1.4 OKR 1 Ethical Safeguards**

Our first safeguard is transparent consent. Since we want our kiosks to be accessible to all, we would need a UX accessibility designer to design the interface. Upon approaching the kiosk, there will be a list of languages the user can choose. If they choose sign language, a light for the camera will indicate recording has started so the camera can see the hand gestures. An audio microphone symbol will appear for those who want to use the voice recognition feature. We will not be saving the video or audio recordings that the kiosks generate as those would be deleted locally shortly after the session. In [5], ACM discusses Item 1.1 as contributing to society and human well-being. PlotPoint's kiosks provide different ways users can utilize our kiosks. In Item 1.6, respect privacy, recordings are deleted locally after successful interactions with users.

The next safeguard is data minimization and deferred aggregation. Since our servers only receive data from the kiosks once per day, we would need cybersecurity engineers that are designing algorithms that prevent breaches on the regular. Local logs are deleted after being pushed onto our servers. In [5], ACM discusses Item 1.7 as honoring confidentiality. PlotPoint's goal is to ensure as little data of our users are being stored on our servers through once per day storage, anonymous data, and deleting local logs. A way to measure its effectiveness is through monthly compliance reports confirming how often our servers were at risk.

The last safeguard is ensuring inclusivity. Since we want our kiosks to be as accessible as possible, we would need a human factors engineer to ensure our data is as unbiased as possible. Data will be reviewed monthly to help improve our systems to help future users. In [5], ACM discusses Item 1.4 as being fair and taking action not to discriminate. We want our kiosks to be as equitable as possible to all users.

### **1.C.2.1 OKR 2 Objective and Key Result**

PlotPoint will offer access to maps and directions, intended for people who either do not have access to a working phone or need specialized directions. PlotPoint will be a kiosk found on streets of a city, it will have to be durable (waterproof, and made of reliable materials) and must have a lock system that prevents theft. The kiosk will be designed indiscriminately, this will be done by having features that will help those who may struggle using the kiosk, for example: people who are illiterate or cannot type in their location (i.e unhoused individuals, blind people, children), will give suggestions for low to high end services (i.e restaurants, stores, homeless shelters, hotels), have sensors that will activate an automatic voice, and have the option to choose a preferred language. The stakeholders would include the people using PlotPoint Kiosks, employees of PlotPoint, the people/company funding this project, and the government agencies backing the project as we would prefer to have the kiosks next to bus stops as they would make the distance between all the kiosks reasonable/predetermined, convenient for those who would need to travel by bus, and often where homeless people go to find shelter- leading to a better potential for them to find shelters and resources for when they need them. As previously mentioned, the demographic would be people who do not have access to a phone or cannot find reliable directions. Besides that, there is no specific targeted demographic, therefore race, income, gender, age, or interest do not play a part in who utilized PlotPoints. As mentioned previously, we hope to use government support to fund and place kiosks next to bus stops.

### **1.C.2.2 OKR 2 Metric with Experiment**

PlotPoint is designed to create a quick and easy experience, the being said, we would like for a quick survey to open once the user exits to the main screen after getting results for their desired location. This survey will have a score system (similar to 1-10 stars) to rate the users experience using a PlotPoint kiosk. As well as an option to write down feedback given to help better improve the kiosks. When looking through feedback, we look to find keywords like 'reliable' and 'convenience'. Within the trial period if users are able to successfully use the kiosks then we can see that as a milestone for the success of PlotPoint. The other ways of determining the success of PlotPoint is the number of returning users after the first few months of the kiosks being up, because it would be a new thing in the streets, more likely than not for

people who have no real reason to use our services. While this is fine, it would not be completely accurate data. Because our data is only the number of people using the kiosks, where they're going, and if they completed the survey at the end, our preferred success rate would have to be studied steadily throughout the kiosk being up, if done well, this would look like a 70% steady rate of usage.

### 1.C.2.3 OKR 2 Ethical Impact/Issue

As kiosks become a more and more popular form of services, there have been many privacy concerns, people getting emails, phone numbers, and credit card numbers all leaked. Before the law forbidding the use of illegal searches of people's personal electronics, cases like *Quartavious Davis vs United states* occurred. When one man was sentenced to jail after his location was tracked using data from his phone without a warrant, people's concern for privacy and how much personal information they should even keep on their phones became a topic for concern. However PlotPoint kiosks would likely not request any information from its users. As the process is meant to be a quick and easy one, people would be able to look up locations as they please and go about their day, no emails and phone numbers needed.

#### Expected Ethical Impact Risk Table

Stakeholders	Financial Risk	Privacy Risk	Conflicting Interest Risk	Violation of Rights
Users	Low	Low	Low	Medium
Company	High	Low	High	Medium
Local Businesses	Medium	Low	High	None

Users: The users would ultimately have little to no risk, they would not have to pay for anything at the kiosks, no information needed from the user to utilize the kiosks, the location the user wishes to look up is completely up to them as PlotPoint will only ever give recommendations, and the only violation that could occur is if the company decided to change this in the future and later request for an email or an account to properly look things up, that or if the kiosks would record users though their process but besides a sensor system- something like that is completely unnecessary.

Company/PlotPoint: Naturally, the success of the kiosks will either mean the funding used to start the startup will have been worth it or gone to waste, and if the company cannot find funding or if the company proves to be unpopular, the kiosks will have to close. The information provided to users is easy to find on any other device, be it google or apple maps. One of the biggest concerns is the idea of the kiosks becoming used by a certain income based group. One of the major concerns when starting this project is being able to help the homeless access shelter and resources needed, especially during desperate times like cold nights or scorching temperatures or locating food pantries, so if we are recommended by the government or other companies to remove the feature to seem “nicer” than it would be a conflicting interest risk.



PlotPoints only responsibility is to provide users with their desired locations, however we must still make sure the design of the kiosks make it accessible and welcoming to anyone of any background.

Local businesses: If local businesses decide to invest into PlotPoint, they may be able to bring up sales through recommendations on the kiosks pages, however if it does not work out then the money will have been lost and wasted. Local businesses would not have any privacy concerns as they would not be giving any personal information away in any capacity. As mentioned in the company's conflicting interest risk, a company may ask PlotPoint to push recommendations out to users, this may prevent users looking for other things, like the homeless looking for shelters nearby- which would be a conflicting interest between the company and the businesses. The businesses would not have any data leaked as they would just be investing through funds.

### **1.C.2.4 OKR 2 Ethical Safeguards**

PlotPoint aims to indiscriminately offer these services to anyone who needs directions. This would be done by having kiosks located near bus stops where they're easy to find and more likely to be used by people searching for shelter. It would also have the option to select a users preferred language as well as automatic voices that help those who may be blind or illiterate who cannot read or write their location.

### **1.C.3.1 OKR 3 Objective and Key Result**

PlotPoint will enhance user accessibility to navigation by improving user satisfaction and usage to ensure the needs of users. The key result is to achieve a minimum of 70% user satisfaction. The goal is to ensure that users find the platform consistently helpful for their navigational needs. As the primary stakeholder, the users are a diverse demographic ranging in age and income level that includes anyone interacting with the kiosk. Local businesses are affected by appearing on PlotPoint's maps or recommended listings as users are searching for places of interest.

### **1.C.3.2 OKR 3 Metric with Experiment**

To achieve a minimum of 70% user satisfaction, we will prompt the user with a survey to fill out when they are done using the kiosk. The survey will consist of the following multiple choice, yes/no, open-ended questions:

1. How easy was it to use PlotPoint? (1-really easy, 2-easy, 3-medium, 4-difficult, 5-really difficult)
2. Did you find what you were looking for? (yes/no)
3. Do you feel safer or more confident after using this kiosk? (1-strongly disagree, 2-disagree, 3-neutral, 4-agree, 5-strongly agree)
4. Would you use PlotPoint again? (yes/no)
5. Comments, suggestions, feedback? (open-ended text)

For questions 1-4, we can take the number of users who enter yes, 4, or 5 to calculate whether 70% of users were satisfied with using our service. If any of these fall under 70%, this

would provide insight for areas of improvement. Question 1 refers to usability and interface design. Question 2 measures the direct effectiveness of the kiosk, if it is low, it could indicate poor accuracy or improvement of search result algorithms. Question 3 provides insight on the emotional impact the kiosk had on the user. A low value could mean the location is bad such as an unsafe area. Question 4 is direct measure for user satisfaction. The open-ended Question 5 would provide more context to the previous answers and outside ideas for product improvement.

### 1.C.3.3 OKR 3 Ethical Impact/Issue

The main ethical impact and issue that arises from this is privacy concerns from collecting user data. In [1] there were similar concerns with LinkNYC kiosks being deployed for public access within the city. These kiosks provided wifi and collected user information such as email address, device type, and browsing history. PlotPoint kiosks do not collect such personal identifiers but it does collect session information such as start/end times, searches, and location interests. However, this information could still reveal movement patterns. For example, someone using the same kiosk at the same time could reveal their routines, such as always searching for a place to eat at 7 p.m., showing where they will be going. Also in the open-ended feedback response question, users may unintentionally reveal personal information.

Another ethical impact that arises is bias. Although there is no specific target demographic for PlotPoint kiosks as it is open to the public for use, one issue is the location where the kiosks are placed could influence who is submitting data to the survey. In article [2] there is a discussion that the kiosks bring wifi access to those without, but the majority of the kiosks were placed in wealthier areas. Similarly, if PlotPoint kiosks are not widespread this could limit the amount of users interacting with it. In addition, the users are prompted whether they would like to take the survey after they finish using the kiosk and could opt out of it. This would create a smaller sample size for the survey results that would lead to skewed metric data.

#### Expected Ethical Impact Risk Table

Stakeholder	Financial Risk	Privacy Risk	Conflicting Interest Risk	Violation of Rights
Users	Low	Medium	Low	Medium
Company	High	High	Low	Low
Local Businesses	Medium	Low	Medium	Low

User Stakeholder: The financial risk for users is low as kiosks are free to use. However, this can be indirectly affected as interaction with the kiosk takes time. Regarding privacy, the kiosks do not collect any direct personal information from the user. No previous search history is shown. This provides anonymity compared to using another device for navigation such as their phone. However, interaction time, searches, and location interests are tracked to provide better search results but could reveal usage patterns. In addition, as the kiosks are available publicly, as a user is searching for something another person may look over their shoulder intruding on their privacy. Conflicting interest risk is low as users may not want to spend the time to fill out the



survey after using the kiosk. Violation of rights is medium. Although the user will be informed of the survey and how their responses will be used and recorded, they have the right to opt out of taking it. But users may still feel a violation of rights due to the public nature of the kiosk.

Company Stakeholder: Financial risk is high for PlotPoint because the improvement of the kiosks based on the feedback takes time, research, and money. Maintenance for each kiosk also needs to be done to keep them in proper working order to ensure user satisfaction. In terms of privacy, PlotPoint is responsible for securely storing and handling search and survey data. As data is stored both locally and on a server, data theft and breaches need to be taken into account for safety creating a high privacy risk for the company. Conflicting interest risk is low because we want to maximize survey participation to improve our service while protecting privacy. There is no violation of rights for the company as users are free to respond participate if they would like.

Local Businesses Stakeholders: Financial risk for local businesses is medium because user search data will be used to provide recommendations to users. This could influence where users would go that could lead to increased or decreased customers affecting business. Privacy risk for local businesses is low we are directly interacting with users, however, users may use the open-ended question of the survey to write something about a specific business. The conflicting interest risk is medium as businesses may want to increase their visibility with our service and compete with their competitors. Violation of their rights is low as we are not directly obstructing their business operations, however, they may feel their right are violated as recommendations may appear biased that could affect customer foot traffic.

### **1.C.3.4 OKR 3 Ethical Safeguards**

Following similar practices found in [3] which handles more sensitive data link health information, some ways that we can safeguard against privacy concerns and data safety include:

1. Place kiosks evenly throughout the city in well-lit areas to protect the user and the equipment. This will help provide the users with a feeling of safety and help spread access to the kiosks.
2. Install a physical divider or a privacy screen blocks vision from an angle to provide privacy for the user from others around them when interacting with the kiosk.

### **1.C.4.1 OKR 4 Objective and Key Result**

Summary of overall group Goal: Named Plot point Booth like Locations that are placed in certain areas that help people find their desired location, or help tourists navigate areas they are unfamiliar with.

### **1.C.4.2 OKR 4 Metric with Experiment**

A way that we can increase accessibility and expand our reach is by giving different language options so more people feel included when participating in using the Navigation booth. A Proposal is to get 5 to 10 of the most popular languages depending on the area or the city that the booth is in, so people in the area are likely to be able to use the program. For example in New

York we could implement English, Spanish, Chinese, Russian, French and Bengali. And this could change for all the cities in the world for accessibility. Another thing, in some rare situations if things need to change we can also to review or take feedback for more language options in that front too like for an example, the New York example that I brought up was done on 2021 and you never know what might change and what new communities or overall groups of people may need to feel represented.

When it comes to some companies. We could operate with groups or associations like google translate or duolingo for help on implementing the languages and just overall making collecting data feel as smooth as possible.

### **1.C.4.3 OKR 4 Ethical Impact/Issue**

#### Ethical Risk Table

Stakeholder	Financial Risk	Privacy Risk	Conflicting Interest Risk	Violation of Rights
User	Low	Medium	Low	Low
Company	High	Medium	Low	Low
Local Businesses	Low	Low	Low	Low

User Stakeholder: In terms of accessibility we assure the users there will be no costs. Privacy could be a problem with how you are entering your information into a piece of technology for public use but if something goes wrong it will not be because of our technology specifically but because of overall internet problems. From the users perspective I could see no reason why there would be a conflict of interest between the parties, it would just be a smooth interaction where everyone is satisfied and none else would have any reason to hurt our users. And finally, for Violation of rights there would be none and and we would just be another way for the user to get to their destinations as smoothie as possible.

Company Stakeholder: The financial risk for us would be high of course because of how this is our company but this is a non profit. Also investing research into finding the optimal languages or translators for every user depending on the area and what languages they speak would be a big cost. Privacy risk would be Medium for the most part because people would admittedly be giving their information to us so then we could give them the most optimal path to their destination. For Conflicting risk, I realize that from a realistic perspective people would be worried about their info being in some way being taken from them or sold but I like to believe that would not happen and our company would have a confident interaction. And again I think that there would be no violation of rights on our part.

Local Businesses: Local Businesses that hopefully get affected by the tourism that the Navigation would bring would be an overall positive with little net negative but to be specific, because of the accessibility factor of bringing multiple languages to the system even more

people, local owners and workers who don't speak the language should win in this factor. The financial risk for local business is low it almost only a net positive for them, also no privacy risk either, it is only a net positive with what is happening and the only kind exposure their getting is positive exposure, then again there is conflicting interests, I said that this was also low because in this situation we have interests for what we want out of navigators of our app but they end up helping everyone, it helps us with them using our app in the first place then it help them (Local business) with potential locations or potential stops to locations. And finally, I don't see any egregious possibility that there is a violation of rights.

#### **1.C.4.4 OKR 4 Ethical Safeguards**

In the context of communication we can hire people who know the languages to do tech support or to do on-call stuff and the cherry on top is depending on the city we could take to make sure to always hire people who live there and know what they are talking about. We want to make sure that when someone uses our navigation program that they know what they are doing, and we do not want to run into a situation where someone is doing customer service but the person assigned to help them have no idea what they are talking about and they live in a another part of the world of city. Building on that We would really hope that even down to street area and curtain code areas that we would be able to to appeal to anyone.

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## **2: Cultural Policy (300 words)**

### **2.A. Core Values**

One of the biggest core values of PlotPoint is ensuring accessibility to all users, regardless of housing status or access to technology. Another core value would be inclusivity and equity as our kiosks would help serve different types of people based on their backgrounds. Transparency is important to us as we would be openly communicating about how data is processed and managed so users may feel comfortable. PlotPoint values trust of users that comes from our transparency of policies and data management. PlotPoint also values reliability with our kiosks by having accurate up-to-date location information while also making sure data is managed ethically. We also value how data is managed so that no user may be threatened by privacy issues.

### **2.B. Motivation**

We are motivated by community connection. PlotPoint hopes to see our kiosks making a lasting impact on users, so those without access to the internet or smartphones can go wherever

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## 5: References

Citation format

<https://www.acm.org/publications/authors/reference-formatting>

<https://www.citationmachine.net/journal-of-the-acm/>

OKR1

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OKR2

OKR3

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OKR4