* 2nd Week

[Business ethics is the implementation of policies and procedures regarding topics such as fraud, bribery, discrimination, and corporate governance.](https://www.investopedia.com/terms/b/business-ethics.asp)

Ethics in Computing

Computer ethics is **the application of moral principles to the use of computers and the Internet**. Examples include intellectual property rights, privacy policies, and online etiquette, or "netiquette". ... Hacking, or gaining unauthorized access to a computer system, is also an unethical way to use computers.22-Jan-2021

1. **Thou shalt not use a computer to harm other people**: 2) Thou shalt not interfere with other people's computer work: 3) Thou shalt not snoop around in other people's files: 4) Thou shalt not use a computer to steal: 5) Thou shalt not use a computer to bear false witness: 6) Thou shalt not use or copy software for ...

Why are ethics important in computing?

Why do we really need to concern about computer ethics ? **To protect personal & commercial information such as login & password info, credit card and account information and government and commercial databases**. It also controls unwanted internet mail and ads (Spam).

What are ethical issues in computing?

To begin with, it seems that there are four big areas of computer ethics. They are "**(1) computer crime; (2) responsibility for computer failure**; (3) protection of computer property, records, and software; and (4) privacy of the company, workers, and customers”.12-Feb-2019

Examples of computer ethics

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| --- |
| These are some guidelines of computer ethics that can be used as a computer user:   1. **Avoid from use the computer to harm other people such as create a bomb**   **or destroy other people works.**   1. **Users also should not use a computer for stealing activities like breaking**   **in to a bank or company.**   1. **Make sure a copy of software had been paid by the users before it is use.**   **This is because software is an intellectual product.**   1. **People must also not use other people's computer resources without**   **authorization because it can be declared as hacking.**  References:   * <http://www.cmpe.boun.edu.tr/~say/c150/intro/lit10.html>   TYPES OF COMPUTER ETHICS:  Computer ethics are divided into three types : **\* The ethics of using computers between the person and the**  **same**. \* The ethics of using computers between the person and the other. \* Ethics between the user and device.  01-Feb-2019  COMPUTER ETHICS  Internet ethics is a really broad term. It basically refers to **the analysis of the role that the internet plays in what**  **philosophers call the development of the good life** - the kind of life that we want for ourselves, for society over  all, the kinds of people we want to be.    WHAT IS INTERNET ETHICS:  This article is a transcript of the video [What Is Internet Ethics?](https://youtu.be/pp2bwWqKik8) In the video, Irina Raicu, director of Internet  Ethics, discusses topics such as privacy, big data, net neutrality, and internet access.  Internet ethics is a really broad term. It basically refers to the analysis of the role that the internet  plays in what philosophers call the development of the good life - the kind of life that we want for  ourselves, for society over all, the kinds of people we want to be. Is the internet playing a positive  role in the development of that kind of life or is it hampering us in some way?  And there are a lot of issues that fall under that umbrella. Everything from the role that social media  plays in the creation of human relationships, to privacy, to net neutrality, to the whole question of  who has and doesn't have access to the internet, to the development of the big data ecosystem, the  kind of data that's collected, by whom and about whom, and for what purposes. There are a variety  of questions that fall under that term and increasingly new questions because the internet has some  connection to every aspect of our lives.  Privacy  One of the most interesting ethical questions on internet ethics revolves around [privacy online](https://www.scu.edu/ethics/focus-areas/internet-ethics/articles/articles-on-privacy/).  Can the internet continue to be a medium that invites creativity and freedom of expression and  freedom of sharing information across borders even as it's becoming a tool of mass surveillance,  either from corporate entities or from governments or from both?  Increasingly we find that people are concerned that their personal data is being collected and stored  and used in a variety of ways that they're not really aware of, that they don't want to have used  against them, or in ways that they don't anticipate, and it's becoming really a problem for what had  been a fantastic way to allow people to communicate.  Big Data  One of the phenomena that the rise of the internet has led to is the collection and analysis of  [big data](https://www.scu.edu/ethics/focus-areas/internet-ethics/articles/articles-about-ethics-and-big-data/), which raises fascinating ethical questions about who or what the data is being collected  about, who's being left out of that kind of data collection, who makes the decisions about what is  being done with that data, and how much we can rely on it. There's aan air of objectivity and  completeness about this data that turns out to be misleading, and at the same time we are relying  on it as this objective source of truth on a very widespread societal level.  We allow big data now to impact the decisions we make about who goes to prison, who gets bail,  who gets a job, who gets insurance, what kind of majors people might go into in college. And it's  fascinating to see a kind of maturing of the field and big data proponents and analysts themselves  finding out that they have a much greater responsibility than they had initially realized.  Net Neutrality  One of the ethical principles behind the development of the internet has been net neutrality, the  idea that the controllers of the pipelines of the internet will not be able to pick and choose  between the kinds of content that's available, that everything will be able to flow freely.  And increasingly that's being challenged as the companies that really run those pipelines try to find  ways to benefit or to encourage the consumption of some content more than others. And there are  regulators getting involved and there are civil libertarians and civic groups trying to argue that we  want to have this impartial, neutral, internet conduit.  That will be one of the really interesting issues to watch: whether the internet continues to be a sort  of neutral playground for communication and transfer of information or whether some content is  favored in some way.  What does that mean for freedom and access to information in general?  Access to the Internet  The Markkula Center for Applied Ethics is in the heart of Silicon Valley, and even here in  Silicon Valley there are people who don't have access to the internet or who have very limited  access only via their phones, or not through broadband. We hear stories about students having to  sit in their cars outside of McDonald's or some other place that offers free Wi-Fi.  We need to ask whether internet access should be seen as a human right, especially in our society,  in our culture. The fact that there are still vast numbers of people across the U.S. who have to  struggle with this is an ethical imperative for the government and for corporations and for schools  and for any other entities that deal with the broad public to consider.  We should stop assuming  that we all have access to the internet and that we can all use those resources. It's simply not true.  The ethical question of how we create equality in a country where so much is dependent on the  internet and so many people don't have access to it is really important. |

**What are the five codes of ethics?**

* Integrity.
* Objectivity.
* Professional competence.
* Confidentiality.
* Professional behavior.

**Code of Ethics**



A code of ethics and professional conduct outlines the ethical principles that govern decisions and behavior at a company or organization. They give general outlines of how employees should behave, as well as specific guidance for handling issues like harassment, safety, and conflicts of interest.

**Code of Ethics Compared to a Code of Conduct:**

A code of ethics is broad, giving employees or members a general idea of what types of behavior and decisions are acceptable and encouraged at a business or organization. A code of conduct is more focused. It defines how employees or members should act in specific situations.

**Can You Combine a Code of Conduct and Code of Ethics?**

Yes, in most cases businesses will combine both of these documents into one as there is significant overlap between them. It is rare to find businesses that have two separate policies. Whilst they are technically different documents, employees will have less difficulty recalling important points around conduct and ethics if they have a single document to refer to.

What Is a Code of Ethics?

A code of ethics is a guide of principles designed to help professionals conduct business honestly and with integrity. A code of ethics document may outline the mission and values of the business or organization, how professionals are supposed to approach problems, the ethical principles based on the organization's core values, and the standards to which the professional is held.

A code of ethics, also referred to as an "ethical code," may encompass areas such as [business ethics](https://www.investopedia.com/terms/b/business-ethics.asp), a code of professional practice, and an employee code of conduct.

KEY TAKEAWAYS

* A code of ethics sets out an organization's ethical guidelines and best practices to follow for honesty, integrity, and professionalism.
* For members of an organization, violating the code of ethics can result in sanctions including termination.
* In some industries, including banking and finance, specific laws govern business conduct. In others, a code of ethics may be voluntarily adopted.
* The main types of codes of ethics include a compliance-based code of ethics, a value-based code of ethics, and a code of ethics among professionals.
* A focus on climate change has become an integral part of companies' codes of ethics, detailing their commitment to sustainability.

While a code of ethics is often not required, many firms and organizations choose to adopt one, which helps to identify and characterize a business to [stakeholders](https://www.investopedia.com/terms/s/stakeholder.asp).

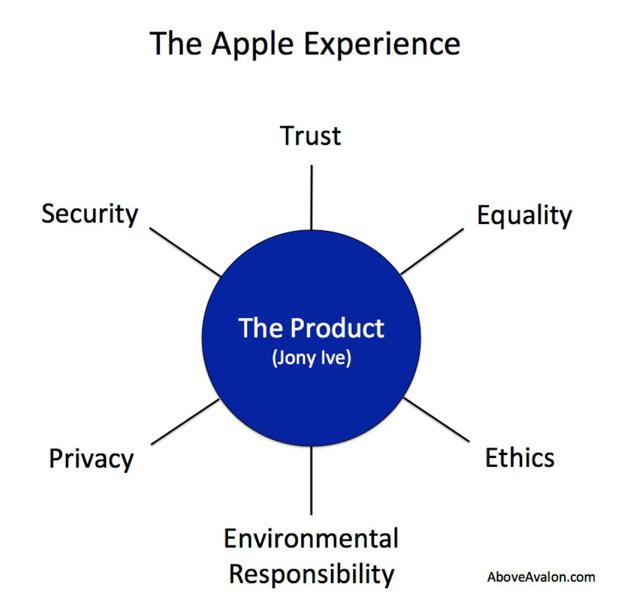
**Apple: The Tim Cook Legacy**

Feb. 28, 2016 8:00 AM ET[**Apple Inc. (AAPL)**](https://seekingalpha.com/symbol/AAPL?source=content_type%3Areact%7Csection%3Amain_content%7Csection_asset%3Ameta%7Cfirst_level_url%3Aarticle%7Csymbol%3AAAPL)[195 Comments](https://seekingalpha.com/article/3935756-apple-tim-cook-legacy#comments)

Tim Cook's message to customers last week regarding iPhone security will mark a defining moment for his legacy as Apple (NASDAQ:[AAPL](https://seekingalpha.com/symbol/AAPL?source=content_type%3Areact%7Csection%3Amain_content%7Cbutton%3Abody_link)) CEO. While the legal and technological ramifications resulting from the San Bernardino iPhone case will take months and years to play themselves out, the business implications are already visible. One of the major questions facing Apple in the post-Steve Jobs era was how the company would be managed in such a way as to maintain its unique culture while keeping the product front and center. By remaining true to his promise regarding security and privacy, Tim Cook continues to build his legacy of strengthening the Apple experience by embracing principles and values that transcend hardware and software.

**The Apple Experience**

There have been a handful of events since 2011 that have served as key milestones in Cook's tenure as CEO. The Apple Maps debacle, Apple Retail turmoil, Apple supply chain working conditions, environmental activism, and data privacy and security have each played a role in laying the groundwork for Tim Cook's legacy. [With Jony Ive focused on Apple's product vision](http://www.aboveavalon.com/notes/2015/5/26/the-jony-ive-promotion), Tim Cook has been playing to his strengths dedicating much of his attention to nurturing the Apple experience by focusing on six values: security and privacy, trust, equality and ethics, and environmentally responsibility. The following diagram highlights how Jony Ive's product vision is combined with Cook's value-oriented focus to create the Apple experience.



For each of these six values, there have been specific events where Cook's actions demonstrated his leadership style and vision.

**Security and Privacy**

Tim Cook's long-standing stance on security and privacy were thrown into the public circle last week with the U.S. Department of Justice getting a federal judge to order Apple help them break into an iPhone involved in the San Bernardino terror case. Cook's hard-line stance against such an order should not have come as a surprise. Since becoming CEO, Cook has embarked on an unwavering campaign to regard security and privacy as human rights. This position is not just different from other technology companies, but is downright remarkable given the amount of risk Cook is willing to take on by believing so firmly in those stances.

Last year, Cook gave a speech at the Electronic Privacy Information Center's Champions of Freedom event where he came down harshly on companies monetizing user data and not doing enough to educate customers as to how their personal information is being used. While some thought Cook was being a hypocrite by not recognizing what is seemingly the contradiction found with Apple's future and greater data collection, [Cook's message regarding privacy was focused on the customer](https://aboveavalon.slack.com/files/neilcybart/F0G6RSN15/June_4__2015__iPhone_Sales_Share_-_April_Update__Odds_of_Replacing_Google_Search__Tim_Cook___Privacy). The number one priority is to let the customer know what data is being collected and how it is being used. Apple knew that type of practice is simply not found in Silicon Valley, and Cook was determined to keep Apple on a different course.

Another incident highlighting Cook's passion regarding security and privacy was on display when he sat down with Charlie Rose following the iPhone 6 launch (and a few weeks after the iCloud celebrity hacking incident). When referring to rumors that Apple had created a backdoor to its servers, Tim Cook exclaimed to Rose, ["they would have to cart us out in a box"](https://www.youtube.com/watch?v=Bmm5faI_mLo) before Apple created a backdoor. The message was clear. Apple was going to fight for its users and would be willing to go as far as the U.S. Supreme Court (which now seems quite likely).

**Trust**

Another key attribute to Tim Cook's legacy has been trust. Over the years, two events have come to demonstrate Cook's intense belief that customer trust is one of the most important values behind the Apple experience: the Apple Maps debacle and Apple Retail turmoil.

In 2012, following the botched Apple Maps launch which saw a mapping service in rough shape in terms of accuracy and usefulness, Tim Cook took it upon himself to issue an apology to Apple customers. [The first and last paragraphs of the apology letter highlighted Cook's underlining motivation](http://www.apple.com/ca/letter-from-tim-cook-on-maps/):

To our customers,

At Apple, we strive to make world-class products that deliver the best experience possible to our customers. With the launch of our new Maps last week, we fell short on this commitment. We are extremely sorry for the frustration this has caused our customers and we are doing everything we can to make Maps better...

Everything we do at Apple is aimed at making our products the best in the world. We know that you expect that from us, and we will keep working non-stop until Maps lives up to the same incredibly high standard.

It has been reported that Scott Forstall, who oversaw iOS software and Apple Maps, was fired due to his refusal to officially apologize for an inferior Apple Maps product. From Cook's perspective, Forstall's actions posed a threat to the Apple experience with trust at the heart of the issue. Apple had spent years building goodwill with customers with the end result being hundreds of millions of users trusting Apple that its products would lead to a top-notch experience. With Apple Maps, Forstall put this Apple experience at risk, and Cook took decisive action. This intense focus on the Apple experience soon become Tim Cook's primary motive in everything he has since done leading Apple.

Cook's focus on nurturing customer trust was also seen in his handling of Apple Retail. After Ron Johnson left as head of Apple Retail in 2011, Apple's retail operations entered a tumultuous period. The iconic stores were still seeing incredible levels of traffic and sales per square foot, but the customer experience was deteriorating. Cook ended up making one of his biggest blunders to date by hiring John Browett to take over Apple Retail. Instead of focusing on the experience produced by the Apple Retail stores, Browett looked at physical Apple Retail locations as profit centers.

After being on the job for just 10 months, Cook fired Browett. Along with the Apple Maps fiasco, Browett's quick dismissal showed that Cook was comfortable admitting mistakes and taking swift action to correct those mistakes. More importantly, Cook learned from those mistakes. A year later, Angela Ahrendts was brought on board to lead Apple Retail. Her success at Burberry was a result of taking the luxury retail playbook and ripping it up by embracing technology. [Ahrendts placed the experience above all else](https://aboveavalon.slack.com/files/neilcybart/F0GRDJL04/September_21__2015__Jony_Ive_s_New_Role_at_Apple__Angela_Ahrendts_s_Impact_on_Apple). In fact, Ahrendts has publicly mentioned she doesn't consider herself "a great retailer" but instead someone who understands people and the importance of building the right kind of retail team. This caught Cook's attention. He knew that Apple Retail stores were a great tool to build customer trust in terms of the personal touch that Apple Retail employees provide such as sales support, service and workshops.

**Equality and Ethics**

In 2012, The New York Times published its "[The iEconomy](http://www.nytimes.com/interactive/business/ieconomy.html)" series, which took a closer look at the negatives associated with globalization. Apple's supply chain was thrown into the spotlight. Apple's reliance on its supply chain was illustrated through descriptions and tales of unacceptable working conditions. It has been reported that Cook thought The New York Times investigative series was not accurate and very misleading. Instead of being content with the progress Apple had already been making with its supply chain, the iEconomy series seemed to reenergize Cook. He was on a mission to place Apple as the champion of human rights that went well beyond what other companies were doing. He wanted Apple to be the undisputed leader.

Cook placed Jeff Williams as the executive monitoring third-party contract manufacturer and supplier working conditions. While there is still much progress to be made, Cook's focus on human rights issues once again relates back to the Apple experience. There is a story behind every Apple product, including how it is made, and Cook understood that the Apple experience began all the way back with the raw materials at factories and mines.

In addition, Cook has pushed for equality in other parts of daily life, becoming much more vocal in current political affairs by using Apple's power and standing to extend his reach. While it may be hard to find the direct relationship between these actions and Apple products, Tim Cook's motivation is clear: Apple is a company that stands for everyone.

**Environmentally Responsibility**

Apple's aggressive stance on green initiatives has been well chronicled in the press, but the motivation behind the actions are still being underestimated. Whether it was creating working forests in Maine and North Carolina, or building extensive solar projects in China, Cook has embarked Apple on a mission to minimize its impact on the environment. Cook hired Lisa Jackson, former Environmental Protection Agency chief, in 2013 to oversee Apple's environmental practices. It's not that this focus on being environmentally-focused started with Cook's imagination, especially since we can look back at how Apple embarked on more environmental friendly decisions in its product lineup under Steve Jobs. However, Cook felt that Apple's leadership status in the global economy placed it in an unique position to serve as an example for others.

**The Product**

Apple's mission is to create products that people love. When judging Tim Cook's performance, the mistake many people have been making is analyzing the Apple CEO position as a seat that has to be filled with a product visionary like Steve Jobs. Not only is this faulty logic, but it fails to comprehend Cook's strengths. [Tim Cook is Apple's CEO because he is not a product visionary](https://aboveavalon.slack.com/files/neilcybart/F0G6S867L/June_8__2015__The_Key_Power_Brokers_at_Apple__Marc_Newson_s_Role_at_Apple__WWDC__Preview_).

Apple's current success was not due to Steve Jobs carrying the company on his shoulders. Thanks to Apple's revamped public relations strategy, we have gotten a better look at how the Apple machine actually operates. There is much more going on behind the scenes than a dictator not allowing debate, disagreement, discussion and collaboration.

Even though Cook is not a product person, this fact does not take anything away from Apple or his legacy since Jony Ive is purveyor of Apple's product mission. In fact, evidence would suggest Jony Ive has actually been the purveyor of Apple's product philosophy for over 15 years. Cook is confident that the executive team he has assembled will promote debate and discussion, just like in the past, leading to products that people love. Meanwhile, Cook dedicates his time and energy to overseeing the management team responsible for this debate and discussion while strengthening the Apple experience by looking at values that go beyond the tangible product.

**A Defining Moment**

[Tim Cook's message to customers last week regarding iPhone security](http://www.apple.com/customer-letter/) will go down as one of the defining moments of his tenure as CEO because it perfectly encapsulated Cook's motivation as CEO. According to Cook, the best way to keep Apple's mission statement focused on the product is to embrace and strengthen ideals that strengthen the relationship with customers.

One paragraph from Cook's letter stood out: *"*While we believe the FBI's intentions are good, it would be wrong for the government to force us to build a backdoor into our products. And ultimately, we fear that this demand would undermine the very freedoms and liberty our government is meant to protect."

[Cook's letter wasn't just about an iPhone 5c or encryption](https://aboveavalon.slack.com/files/neilcybart/F0MP745AL/February_17__2016__Tim_Cook_s_Message_to_Customers__AAPL_s_Large_Debt_Sale__New_Spotify_Sub_Data). Instead, Cook took a stand protecting the very same ideals that the U.S. government is tasked to protect. Apple is known as the iPhone company today but could very well be known as a personal transportation business in 20 years. Despite this changing product mix, Cook knows the ideals he is focused on promoting within Apple's culture will remain unchanged. The Tim Cook legacy will one day be remembered as the era in which these ideals were established and engrained into the Apple experience. Even though the product will always be at the center of it all, hardware and software can only go so far in advancing humanity.

This article was written by

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