



This tool is good for gathering your team to articulate your ethical values as individuals and as a group in relation to your product development

Use this tool at the beginning of product development

Consider the list of ethical values from VIRTEU's fieldwork on communities of new connected technology developers in relation to your product.

As individuals, consider: which values do you strive to uphold in your product? Even if everything in the product "works", it is still important to ask what it is working towards. What are the ethical values that you hold dear, that ground your product? Put another way: would you quit your job or feel as though you've failed your mission if any of these ethical values were compromised?

Please identify the values important for you from the list below. Write them in order of priority on this sheet.

Your name: \_\_\_\_\_

**Data Protection**

Control over access to and use of private data. Making sure that users are not adversely affected by the data that is collected, processed or analysed about them- both as individuals and as groups; and they are given the control to erase or alter their data, should they wish to do so.

**Dignity**

The feeling of control over one's own destiny that entails relationships of respect. Having a say in tracking, surveillance and control through IoT products. No individual or group should be adversely affected or dehumanised, as a result of using or not using a product. Reflecting on the implications of connectivity in spaces and contexts users might consider as private.

**Well-being**

Paying attention to the physical and mental welfare of the users and developers, designers and testers of the product.

**Non-discrimination**

Making sure no person or group are adversely affected by the use or non-use of the product; including data processed about them.

**Autonomy**

The capacity of the user to act, make decisions and express herself without being influenced or forced by a technology.

**Transparency**

Striving towards achieving clarity throughout the technology development process about the source of materials, hardware and data that goes into the product. It also entails clear communication of the source of funding for the product.

**Participation**

Encouraging the users to take active part in the design and development of technology development, whenever possible. Engaging in a dialogue with users throughout the lifetime of a product and ensuring that their voices are heard.

**Privacy**

A state of being unobserved or disturbed by others. The ability to control access to the self and to data about the self. Where possible, this involves giving the users the ability to decide on their own privacy settings. Protecting and ensuring the sanctity of user's private life and personal information.

**Accountability**

Assuming responsibility and explaining why a decision has been taken the way it has been, if or when potential risks are identified or when adverse consequences of a decision take place.

**Interoperability**

Supporting connectability of the technology to other IoT technologies, even when they are produced by different companies, and they work on different software architectures. It also entails upholding data portability as a value for both technology developers and users so that they can move their data to other connected products, should they wish to do so.

**Safety & Security**

Paying attention to all the vulnerabilities the product might cause to users and taking all necessary steps to prevent them from happening. Ensuring that whenever new vulnerabilities are discovered, timely steps are taken to mitigate all risks. Here, we include both risks to physical well-being of the users, but also their mental well-being.

**Openness & Shareability**

Supporting open hardware, software, source code and data. Also supporting platforms that bring together coders, developers and creators to exchange and share ideas and codes. This value holds the idea that the more the number of people who work on a code, the better and stronger it will be.

**Sustainability**

Considering and accounting for the environmental impacts of sourcing materials and minerals, global production chains and end-of-life of technologies. Here, materiality of technologies that are often considered as non-material (e.g. software, algorithms, cloud) are emphasised.

**Inclusion and equality**

Acknowledging diversity as part of the technology development process and strive towards including variety of opinions, backgrounds and capabilities when building a product. It also aims to increase diversity of the teams that build products to minimise bias and potential discrimination.

**Responsibility**

Assuming duty to take care, being in charge for the decisions taken in a technology development process.

