

## Activity 7.2 – Learning Highlights

### Ethical Considerations

- **Privacy and Transparency:** Ethical systems should focus on protecting user data by following rules like GDPR and making sure info about data usage is easy to understand. Being transparent gives users control over their data and how they interact with the system.
- **Fairness and Non-discrimination:** Algorithms need to be built in a way that avoids bias, treating everyone fairly. Ethical guidelines push for diverse data and ongoing checks to make sure no one is discriminated because of their race, gender, or background.
- **Stakeholder Engagement:** It's important to get input from users, developers, and business owners to address ethical concerns in the design process.
- **Accountability and Leadership:** Having clear accountability, regular reviews, and strong ethical leadership ensures that the system sticks to ethical standards throughout its development and use.
- **Sustainability and Societal Impact:** Ethical guidelines push for reducing environmental harm and designing systems that are inclusive and benefit society as a whole.