

## Reading Response 2/16

Kritika Chugh  
SUID: 882046659

*kchugh@syr.edu*

Amidst all the technological advancements in the field of Big Data, Data Analysis, Machine learning the only party that is reaping all the benefits of the data and its predictions are the big private sectors and law is just chasing them. There is no said framework around these companies that define their boundaries of operations. There is a lawless atmosphere that favors only the companies mining the data, but all is not all bad as EU has established a framework / set of law of the sorts that prevents companies from processing the data unless they come up with a legally logical rationale behind it. There are 2 sides of the coins it means. Are we going to dismantle the technological advancement or are we going to not do any-thing about it? If there should be legal frameworks for privacy defines for these tech giants to work in, then I feel there should be set boundaries for even the law as to how much they are going to interfere with the operations. **A balance of the two must be stroked and this will take time to hone.**

When I say that there should be a **balanced**, I mean that we need to consider the benefits that are reaped by the consumers such as malware detection, movie recommendation, Google's autocomplete etc. When we use these features, we forget that we are utilizing a free service that is also using our data and companies use these data for may be target advertisement. Many consumers might not even know that they are working for these companies. So may be the unethical side of this is that we are not informed consumers. What companies are doing with our data is not clearly being told to us.

Now, what can be done? A robust discussion by the government – not crisis by crisis but with a far bigger policy goal in mind is needed keeping in mind the individual's and government interest and a healthy ground for fair business as well. I personally feel that there is a cost of paying attention to all these social media, products and free services and individuals should have a choice to exit it whenever they want. Discussions around only stiffer regulatory bodies is not the only solution.