**MYLogin: A Local and Secure Utilities Solution**

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**Ethical Business Plan:**

A. MYLogins - A Local and Secure Utilities Solution

Company Name

B. Long-Term Vision Statement

1. **Goals:** The goals of the MYLogins platform are to achieve full platform independence, portability, and cross-platform compatibility. The platform aims to streamline data security with a goal of full user privacy. Additionally, MYLogins aims to be released as an open source software.
2. **Idea Origination**: where did your idea come from ( a class, a job, a need)? (Mateo)
3. **Purpose/Values/Mission:** what is the purpose, values, and mission? (Pavlo)

The purpose of MYLogin is to provide a secure open source platform so that the diverse groups of users can safely store and use their login credentials. It also ensures full control over their data since it does not rely on any third party cloud providers and is securely stored offline. MyLogin was designed to meet the needs of individual users and enterprises as well. In addition, MYLogin values privacy, transparency, and community-driven open source development. Finally the mission of the MYLogin is to empower development of the ecosystem that promotes protection of sensitive information using the latest encryption algorithms and timely bug fixes. One of the key concepts is promotion of collaboration and engaging diverse groups of developers to contribute to open source.

1. **Key Questions:** List 2 or 3 key questions that will guide the startup's choices. These should be essential questions that serve as touchstones to direct your company's efforts. For instance, how can the startup have an impact? What engages our passions? (Stephanie)
   1. How do we make the start up more accessible for stakeholders?
   2. How can MyLogins protect the privacy of their users?

C.

Topics for OKRs:

Platform Independence, Portability - Alexia, Stephanie.

Stephanie: MYLogins will achieve seamless cross-platform compatibility, allowing Mac, Linux, and Windows users to be able to store their passwords safely without the risk of compromising their accounts. MYLogin must be designed to work with all three systems, without requiring too much work to be set up for people who aren’t as good with technology. The only requirement for MYLogins to work is that the user has Python installed. The main stakeholders will be the people who would be using this program since MYLogin only stores things locally or on personal servers, not huge databases like other password-saving software.

One way we can measure the success of this objective is through customer surveys. We can have optional surveys after customers download the software and use it for a while that asks how satisfied customers are with the software if it was easy to get the software to work on their specific system, etc, and we can measure things on a 1-10 scale in the survey. 10 would be the customer is satisfied, the program was easy, etc, while 1 would be the opposite. Since this OKR focuses on the program’s compatibility, I think this would be the best way to gauge customer satisfaction with how well the software works on different devices.

I think with this OKR, the biggest ethical impact would be the difficulty of getting the software downloaded might be skewed more towards tech-savvy people. Some people might not have technical backgrounds, so they might not know how to download Python, so the program won’t work for them. I think that this would also affect our customer satisfaction survey since tech-savvy people would probably skew the results by saying that the program was easy to download and use. Since the survey would also be optional (I don’t think you can force someone to take a survey), I don’t know if our sample size would be very big.

I think it would be hard to add safeguards for these issues, besides having very clear instructions and directions on how to install and use this program. For the survey one, perhaps we could offer some sort of benefit if the user does take the survey, but the survey will still be optional. I think we’ll just need a large group of people to actually take the survey if we don’t want skewed results.

Alexia:

C.1:

MYLogins LLC aims to achieve full platform independence as its objective. A key result of this objective will be launching MYLogins on iOS and Android platforms by the end of Q2 2025, ensuring functionality and compatibility with mobile devices. Deployment of the MYLogins application for mobile devices will allow the startup to widen and diversify its user base, reaching individuals who primarily use their phones as well as businesses looking to implement multi-factor authentication via authenticator software.

C.2:

A way to measure the success of the MYLogins iOS and Android deployments is by looking at the analytics from the Apple and Google store. The startup will review the analytics of how many times the application has been downloaded and can gauge the success of the application considering this as a factor. We will set a goal of 10,000 downloads by the end of the first month and see how well it holds up to this metric. We can also look at internal data in order to see the trend in active daily users and set up a goal for a retention rate, revisiting these statistics after the first month. Lastly, we can reference user satisfaction as a metric. More specifically, gathering data from application reviews in the apple and google play stores and maintaining a 4 star rating would be a metric for success. Another route to take is to send out customer satisfaction surveys and have a goal of 80% average reported satisfaction.

C.3:

Ethical impacts that we can face at MYLogins includes deploying applications that are not inclusive to our user base. This would hurt our user numbers, creating obstacles for those who feel excluded and thereby discouraging them from using the application. Another ethical impact is the use of user data. Our case study on the court case of ACLU v Clearview AI explored the consequences of misusing user data. If we do not consider how our internal user data will be handled, and develop policies and procedures to manage it, we may end up violating user privacy laws and put our company at risk for legal litigation. Being a startup whose product markets user data management and data protection, we need to have airtight policies that are compliant with data laws.

C.4:

An ethical safeguard to consider with the development and launch of the MYLogins iOS and Android applications is inclusive beta testing. In order to optimize the application to be its most efficient, we need to consider users of all demographics. This allows us to receive feedback from all backgrounds and minimizes a biased view. We can consult diversity and inclusion professionals in order to receive guidance on the best way to make our platform inclusive to all users. Additionally data privacy is an ethical concern when handling user data. We need to ensure that MYLogins is compliant with the laws around data privacy and has security implementations to protect this data. Data transparency is something we reviewed for our case study assignment and it applies here as well. MYLogins LLC will need to inform the user if their data will be gathered and get user consent. We aim to minimize the utilization of this data, and will not sell to third parties. Additionally, we can consult lawyers who specialize in this sector and implement protective solutions based upon their guidance.

Privacy - Mateo.

Given that MYLogins is a completely local project with additional options for specified server connection, the application is a completely private and

Open Source Software - Pavlo. (OKR’s)

C.1:

The main objective of MYLogin is that it operates as open source and available for users to distribute, modify or view thus promoting transparency and security. It also encourages other developers to contribute to improving documentation, collaboration on the new features and finding bugs.One of the driving forces and motivation for creating open source software is the spirit of collaboration: “At the heart of open source is the spirit of collaboration and community. Developers from around the world come together to contribute their expertise, share ideas, and collectively solve complex problems. Through online forums, mailing lists, and collaborative platforms like GitHub, individuals can collaborate on projects in real-time, driving innovation and pushing the boundaries of what's possible” [1]. Having a diverse team of developers is one of the most important things to promote development while setting the right goals or key results is an essential thing that will lead business to success. One of the key results for the next 6 months would be to attract 50 new active contributors who will actively contribute to the open source software.

C.2:

To measure success metrics we would need to know many new contributors we get each quarter. This can be done by monitoring GitHub activity while keeping track of the number of the pull requests created by developers, which directly correlates to the process of software development.

C.3:

One of the big ethical issues in open source software is related to bug fixings. It’s important to fix bugs before they get publicly exposed. Imagine some bad actors gain access to exposed software and get access to all of the sensitive data stored. Despite MYLogin offering a secure offline repository for managing login credentials, it still poses vulnerability risk: “In open-source projects, all the code is available to anybody, so people within the community can pool resources and identify flaws in the code, repairing the issue before announcing the vulnerability. However, since all vulnerabilities become public information on [the National Vulnerability Database (NVD)](https://nvd.nist.gov/), attackers can use this same information to target an organization that still didn’t apply the patch” [2]. The patching and proper, timely bug fixing ensures security before vulnerabilities are exposed thus reducing risk of malicious exploitation.

C.4:

To mitigate risks of exposing sensitive data, open source developers should focus on timing of bug fixes which is a critical part of open source software development. In addition, developers can consider enhancing software with a strong encryption algorithm AES-256 which would encrypt the repository that contains all sensitive credentials. MYLogin stores information locally so these files will benefit from the following improvement: “Encryption is an excellent option for [mitigating file sharing security risks](https://www.progress.com/blogs/file-sharing-security-risks-and-how-to-mitigate-them-with-managed-file-transfer-mft). It works by taking plain text or data and using a key to convert it into a code called a cipher. Cipher code is an unreadable and effectively indecipherable text that neither humans nor computers can understand” [3]. To incorporate this ethical safeguard the process would involve ethical experts who specialize in data privacy and software security professionals such as white hat hackers. They can be hired internally or through an open source community. Incorporating encryption would involve several phases such as gathering business requirements, planning, development, testing and deployment. The effectiveness of this solution can be measured with penetration testing when some other professionals would get permission to hack the database and gain access to sensitive data thus exposing any existing bugs or vulnerabilities in the system. To get tangible metrics we can evaluate the reliability of an existing system by the number of times it can be penetrated thus providing feedback on the robustness of the existing system.