

# ETHICALLY DRIVEN DEVELOPMENT

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NAME, ROLE

^Food for thought, controversial

# ETHICS | ΕΘΙΚΣΙ PLURAL NOUN

moral principles that govern a person's behaviour or the conducting of an activity: medical ethics also enter into the question | a code of ethics.

# STANDING ON THE SHOULDERS OF GIANTS

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Humans = problem solvers.

nature of product = solution to need.

Tech people naturally inclined to crafting solutions & see benefit of SOTSOG;

Development tools = abstractions upon abstractions to remove work

^ Machine Code > Assembly > High Level Language > Code Generators

# WTF TO DO WITH ETHICS?

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WTF Ethics?



Every day, very often without thinking about it, we make ethical decisions.

Getting an espresso from Butter Beans instead of Starbucks might just mean you didn't want to cross the road or it might mean you have an unconscious preference for small retailers.



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**OUR CULTURES ACCEPT, MORE COMPLEX.**

Culture might shelter you from them.

Might presume it's handled at a level above you  
it's not your concern. You work on the tickets  
that appear.

Risk flippant about something incredibly  
serious,

think of horror inflicted by "I was just following  
orders".

So what ethical questions do we face in this

# HONESTY DISCRETION

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2 areas that leap out to me are Honesty and Discretion.

Our People and Legal team give training and guidance on NOTHS expectations .

Take aways?

# HONESTY

Transparency of action and intent | Awareness of being influenced.

# DISCRETION

Consideration of the sensitivity of the data we handle.

Honesty is transparent about what and why you do.

Also recognise dishonesty and how to respond.

^Discretion is respect for sensitivity for personal data.

So what does this have to do with being a Developer/UX/PO...?

# WHY

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Let's stand back and set the stage'

^Better experience, return more often, buy more things.

^Partners sell more products, we make more money in order to continue the cycle.

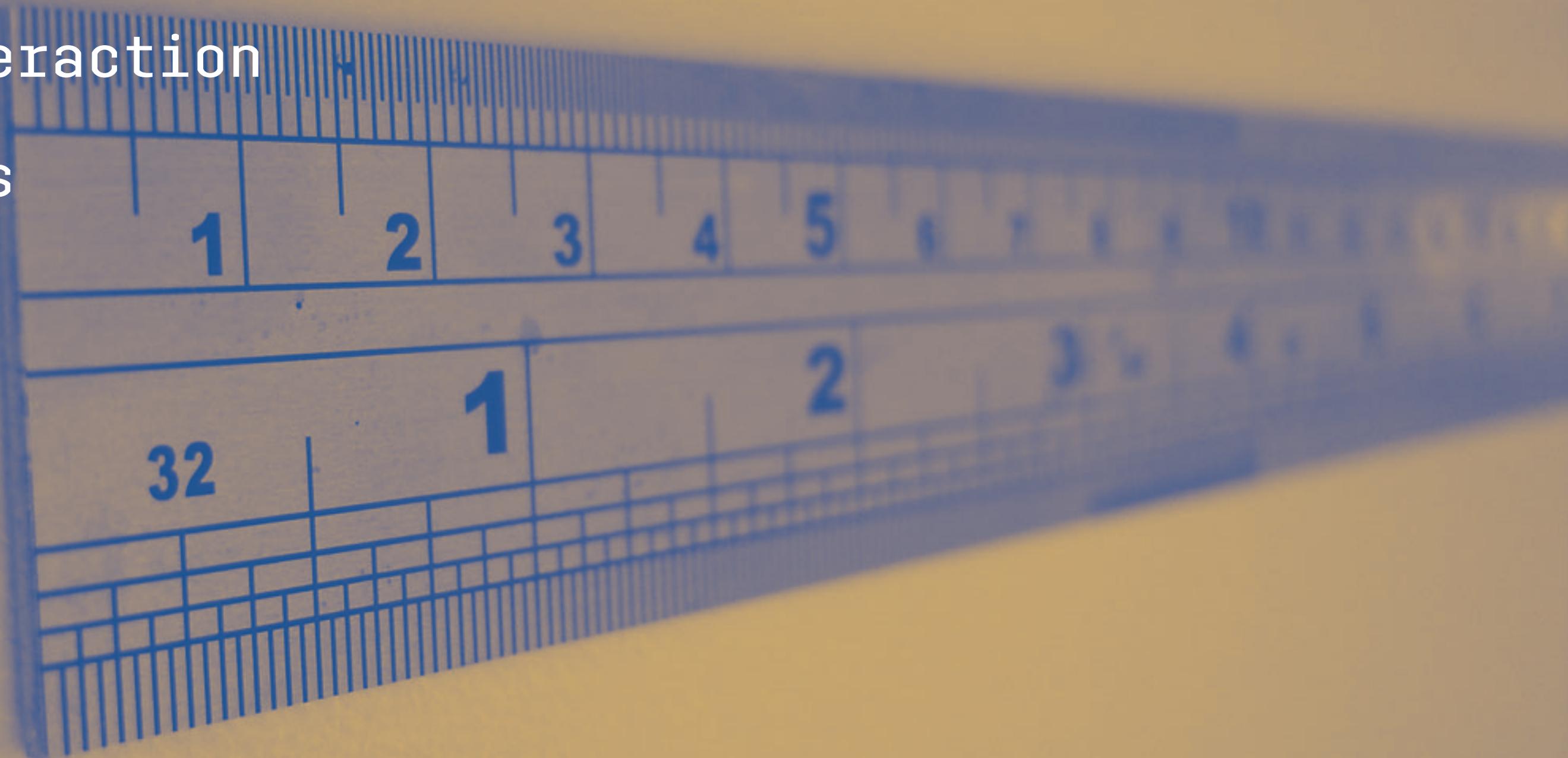
^**DELICATE BALANCE** between virtuous supporting of partners & the needs of the company.

cost of business, value to shareholders and investors.

^How do we know if what we do works?

# MEASURING

- » User interaction
- » Analytics
- » Reviews



Of those, what's the most immediate and understandable indicator?

Analytics.

Going to use it test case for ethical decisions at developer level.

# ANALYTICS

1. How much do we pay for GA?
2. Where can a user opt-out of analytics collection?
3. Who has read the terms and conditions of usage for GA?

What system do we use to collect usage data?

- ^1. We pay with our users data. "but it's anonymised" COME BACK
- ^2. they can't
- ^3. They're interesting.

Although names, addresses and other information directly linked to card owners had been scrubbed from the data set, de Montjoye and his colleagues could pick out 90% of individuals if they knew the date and location of just four of their credit-card transactions.<sup>1</sup>

<sup>1</sup> de Montjoye, Y.-A., Radaelli, L., Singh, V. K. & Pentland, A. Science 347, 536–539 (2015).

Credit Cards - de Montjoye, Radaelli, Singh, Pentland.  
Science 2015.

^ How does that sit with our concept of discretion with our users data?

# CHOOSE YOUR OWN ADVENTURE



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This is where ethics meets development.  
Your manager comes to you and asks you to complete a ticket that adds Analytics tracking to the website. He tells you to use AcmeAnalytics. “it’s free, it’s cool, all the kids are using it”

# DO YOU...

- » Do you presume they made the decision and defer to their judgement?
- » Do you investigate the t's & c's?
- » Do you push back if you think the service is a violation of our commitment to user data?

What do you do?

You're not responsible for your managers action, you're responsible for yours.

I'll come back to what that can mean later.

^OK so you do push back & you get listened to.

What are the options?



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The only question here is what do you do? What do your ethic allow you to feel comfortable with?

## 2. other solutions

There are other solutions that do not profit from the data gathered themselves, but they are paid services.

## 3. Find another way to collect data

Analytics is not the only way to do this.

How happy is the company with the cost of the service vs the cost to their customers privacy?

<sup>^</sup>It's not the only tool we use that ethical

# JAVASCRIPT TRACKING CODE? EMAILING POLICY? AGREEMENTS WITH 3RD PARTIES? PAYMENTS DATA?

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Do you know the process taken to evaluate the javascript tracking we use?

^With our emailing policy?

^How much tacit approval have you given over without checking?

^You have to ask yourself a question... what do you believe is right?



# ASK YOURSELF A QUESTION

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of yourself: What do I believe?.

^of the company: What do you believe.

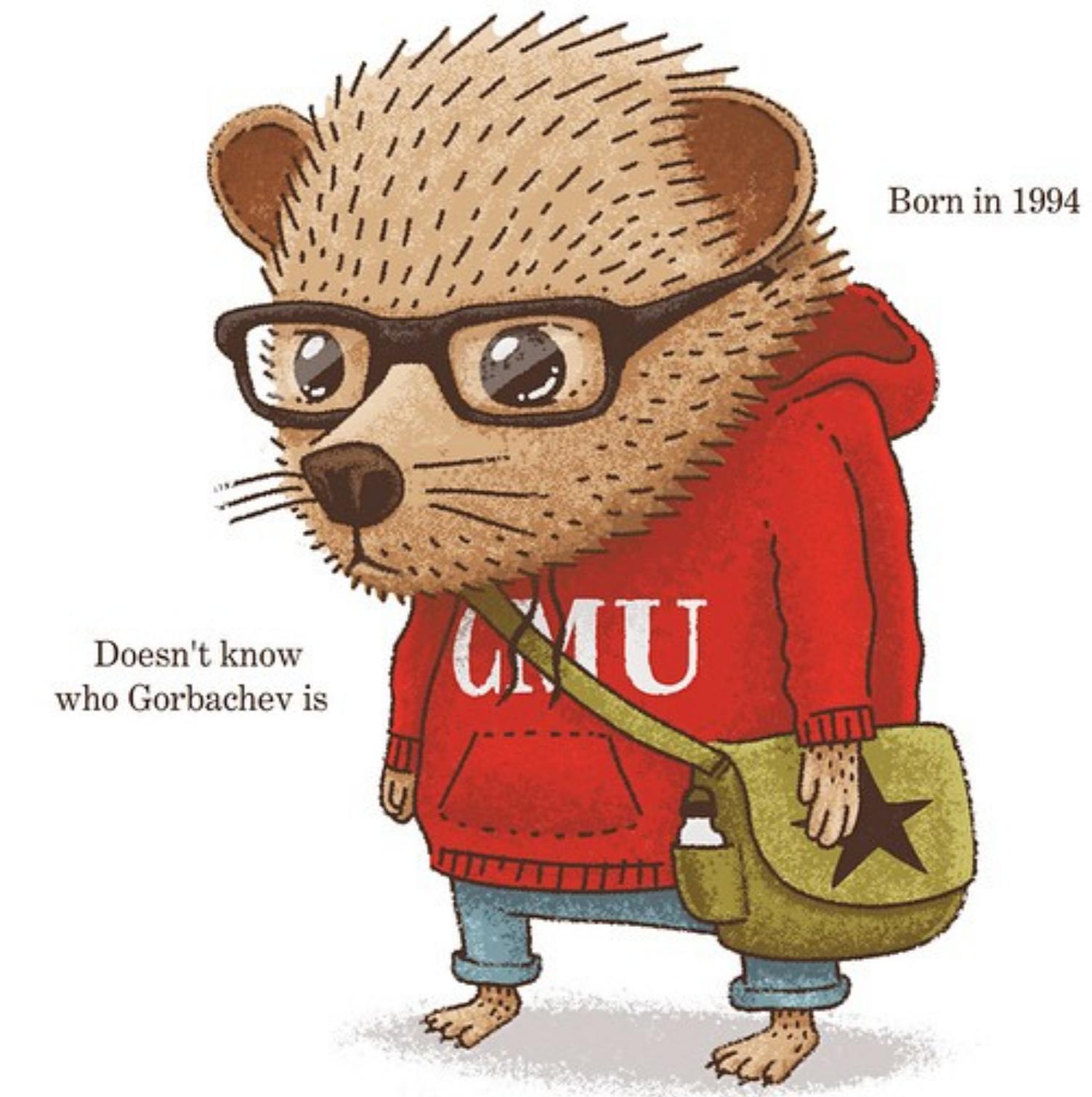
^If you don't know what you believe is right then you might be at risk

Why?

# PREVIOUSLY IN PIVOTAL...

- » They trusted the process has been done above them
- » “I don’t care that much”
- » “It’s not my problem”
- » “I’m paid to build this not work out all the legal stuff”.

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The Programming Intern makes more money in a summer than you do all year.

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Let's return to the previous example of a developer being asked to implement AcmeAnalytics product.  
^That's cool until one day there's a problem.

# ONE DAY...

- » A customer calls to ask what the company data policy is.
- » They are directed to the privacy policy.
- » The customer asks what software use to collect usage data.
- » They are directed to AcmeAnalytics.io





## THE NEXT DAY...

- » They have read the Ts & Cs
- » They don't like how data is being used.
- » "Where is the opt-out option?"
- » "There isn't one but don't worry, we're nice!" "

- They have read the terms and conditions of AcmeAnalytics.io terms
- ^ They don't like how their usage and purchasing data is being used.
  - ^ They ask where the opt-out option is in the site/app.
  - ^ They are told there isn't one and reassured we take their privacy very seriously.

# ONE WEEK LATER...

- » Not adhering to the privacy policy .
- » AcmeAnalytics™ licence revoked .
- » Data lost .



A week later the customer does not return. But their lawyer does.

They sue for not adhering to the privacy policy for customer data.

AcmeAnalytics wished to revoke the license to use their software for not adhering to the terms of the licence.

The company wants to be seen to take this seriously.



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# SUDDENLY...

- » Internal investigation
- » 'git blame'
- » Fine print

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Everyone looking at developer  
^Re-asking questions he gave casual answers to.  
^Could well be the target for the lawsuit?, T&C specify individual making use of the service.

# **EXTREME EXAMPLE? YES! LIKELY? IT'S HAPPENED...**

but it's something to think about each day with each piece of work...

# SUMMARY

- » "What process led to me being asked to do this?"
- » "Do I know the consequence of my actions?"
- » "What do I believe in?"

Act on the answers you give yourself.'

# END

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