Take 2 companies (can be any companies big or small) and read their dedicated page on data use, responsible AI, ethical AI/data manifesto, white papers, or policy declarations. They can be websites or PDFs

* Clearly identify which companies you have chosen and the links to the sources
* Discuss similarities across the companies
* Discuss differences between the companies
* What are some unique stances

Please consider the following questions in writing your memo (you do not need to answer all or even most of them). If relevant, distinguish between the ethics of the intended use of data and any unintended consequences. Be sure to explain why something is ethical/unethical (e.g. don’t just say something is not fair, explain how or why it is not fair) to convince the reader of your point of view; this might require discussing technical issues.

**Ethical perspectives: Is this use of data required/permitted/forbidden by**

* Consequentialism
* Deontology
* (other perspectives: Virtue Ethics, social contract theory)

**Tradeoffs**

* Are there any tradeoffs between values/objectives (e.g. more privacy at the expense of less autonomy)?
* Do some individuals lose so that others can win? (are some people’s gains at the expense of other people’s losses?)
* Are there tradeoffs between private and collective/social virtues? (do private gains come at the expense of harm to society as a whole?)

**Company A**: Google

Data Use Policy: <https://policies.google.com/privacy>

Responsible AI Principles: <https://www.blog.google/technology/ai/ai-principles/>

**Company B**: TikTok

Data Use Policy: <https://www.tiktok.com/legal/privacy-policy>

Data Collection practice: <https://newsroom.tiktok.com/en-us/mythbusting-the-facts-on-reports-about-our-data-collection-practices>

**Similarities across TikTok and Google:**

**Personalization and targeted advertising:** Both platforms use the data they collect to personalize user experiences and provide targeted advertising. TikTok and Google analyze user data to understand user preferences and deliver content or ads that align with those preferences.

**Third-party integrations:** Both TikTok and Google allow users to sign in or access their services using third-party accounts like Facebook or Google accounts. This enables data sharing between platforms and simplifies the account creation process.

**Differences between TikTok and Google:**

**Platform focus:** TikTok is a social media platform focused on short-form video content, while Google is a technology company that offers a wide range of services, including search, email, cloud storage, productivity tools, and more.

**Content generation:** TikTok emphasizes user-generated content creation, with users encouraged to create and share their videos. In contrast, Google primarily focuses on organizing and delivering content from across the internet, rather than generating its own content.

**Data sources:** While TikTok collects data primarily from user activity within the app, Google collects data from multiple sources, including search queries, emails, location information, and interactions with Google services like YouTube and Maps.

**Unique stances:**

**TikTok:** TikTok has gained popularity for its algorithm-based content recommendation system, which can quickly adapt to users' preferences and provide them with a personalized and engaging experience. TikTok also emphasizes creativity and entertainment, encouraging users to participate in challenges and trends.

**Google:** Google has taken a strong stance on user privacy and data protection. It introduced initiatives like "Privacy Sandbox" to enhance user privacy while still enabling targeted advertising. Google also provides users with tools and controls to manage their data and privacy settings across its services.

**Ethical Perspectives:**

**Privacy vs. Autonomy:** Google uses user data to personalize ads and recommendations, enhancing autonomy through tailored experiences. However, concerns arise over data collection's extent and privacy implications. TikTok's algorithm analyzes user behavior, empowering them to explore personalized content and enhancing autonomy. However, questions arise about how TikTok handles and safeguards user data, including personal information and location data.

**Individual vs. Collective Impact:** Targeted advertising may benefit companies like TikTok and Google by increasing revenue, but it can also lead to the manipulation of individuals' preferences or the perpetuation of unfair biases. Advertisements tailored specifically to users' preferences may limit their exposure to diverse perspectives and information. This can create filter bubbles and contribute to the spread of misinformation or reinforce discriminatory practices.