

Data usage I would consider to be non critical, data misuse is not very common, doesn't have much of an impact on people's lives and is not an exponential or hard problem to solve. Environmental sustainability however is very critical due to the fact it has been a known problem for a while, it has a big impact on everyone's lives and it is an exponential and hard problem to solve. Trustworthy ai is a little critical as it is not an out of control problem but one that might be in the future, right now ai is in the process of being more independent and mistakes from them can have real world consequences. Threats to the truth is a critical issue right now as the technology is already here to be able to fool us, it is extremely easy to create deepfakes of people's faces and voices to a point it is unrecognizable, this poses a security concern as it is easy to steal a person's identity to do harm, or to push out misinformation. Physical and mental health not critical, it is hard to discern how big mental health is worldwide, as we are coming into a new environment of technology and we haven't experienced enough of it to say.

Currently I believe that ethics is not a high priority among tech companies, companies will prioritize their own success/innovation shareholders and earning money, nothing can change that. A good reason reason that companies follow ethical code is because there are laws and fines protecting and guiding them to make good ethical decisions. If a company is doing practices that are unethical, then the law should be changed to guide them in the correct direction else that company will continue doing those unethical things.