Ethics and Privacy

**Personal Information Protection and Electronic Documents Act (PIPEDA)**

* Canadian law relating to privacy
* Governs how private sectors collect, use and disclose personal information
* Effective January 1, 2004
* Organizations are required to establish a privacy policy.

**Ethics**

* A branch of philosophy that deals with what is considered to be right and wrong

**Code of ethics**

* Collection of principles that are intended to guide decision making by members of an organization
* Examples: The law, Fairness, Confidentiality

**Benefits of code of ethics in an organization**

* Shield employees from negative publicity
* Create a brand built on integrity
* Gain good will in local communities
* Attract quality employees

**CIPS**

* Professional association for IT practitioners in Canada
* Non-profit which deals with important issues affecting the IT industry
* Some national programs offer:
  + certification of IT professionals
  + Accreditation of computer science
  + Women in IT (educate female high school students about opportunities)

**Fundamental Tenets of Ethics**

* **Responsibility:** Accept the consequences of your decisions and actions
* **Accountability:** Who is responsible for actions taken
* **Liability:** The right to recover the damages done to them by other individuals, organizations, etc.

**4 Categories of ethical issues**

* **Privacy Issues:** collecting, storing and disseminating information about individuals (what type of information should we be required to reveal?)
* **Accuracy Issues:** Authenticity, fidelity, and accuracy of information (who’s responsible for errors in information?)
* **Property Issues:** ownership and value of information. (Who owns it)
* **Accessibility Issues:** Who should have access to information?

**Dilemmas involving IT**

* Copyright
* Patent violations (Intellectual property)
* Pirated software
* Security breaches
* Spam and privacy codes

Email

* Is it forever? Definitely not.
* Bill gates had old emails used against him in accusations of crime
* **Guidelines:**
  + Never use office computers for things other than work
  + Don’t send email that you wouldn’t want your parents to read
  + Limit giving work email to anyone other than work related people
  + When using your computer, pretend someone is watching all the time.

**Employee Monitoring**

* Law supports employers to monitor employees
* Employers require employees to sign an Ethical Use/Computer Use Policy and Acceptable Use Policy

**Privacy Definition**

* **Privacy:** The right to be left alone and to be free of unreasonable personal intrusions
* **Information Privacy:** Right to determine when and to what extent your personal info can be gathered.

**Threats to Privacy**

* Digital dossiers, profiling, data aggregators
* Electronic surveillance
* Personal information databases
* Social networking sites

**Privacy Terms**

* **Data Aggregators:** companies that collect private data (i.e. phone numbers) and non-public (i.e. SIN numbers, financial data, etc)
* **Digital Dossier:** electronic description of you and your habits
* **Profiling:** creating digital dossiers
* **Electronic Surveillance:**  tracking people’s activities, online or offline, with aid of computers

**Privacy Codes and Policies**

* Oganization’s guidelines with respect to protect the privacy if customers, clients, and employees
* Opt-out model: permits the company to collect data until told otherwise by customer
* Opt-in model: prohibits company to collect data until told otherwise by customer

**Student Ethical Dilemma**

* Plagiarism
* Handing in another student’s assignment
* Buying homework online