

# Redback Operations Data Ethics:

## A Primer and Problem to be Solved.

The engaging projects that Redback Operations seeks to develop require the collection, collation, exploration, and analysis of data. How you perform all these activities has ethical implications.

- Data is a company asset which requires proper and effective handling to create value. It also something which must be handled ethically with regards to individual consumers the company is there to serve and the wider society to which it contributes. Therefore, data governance should ensure value creation for the company and risk minimisation for consumers and society.
- Data governance is important in ensuring all aspects of the asset is well managed for the company.
- Data ethics ensure the decisions you make about how to manage your data are in keeping with your overall purpose and social responsibilities.
- Data governance and ethics are closely linked. Data governance requires fulfilment of the law and regulatory requirements. However, data may also create new ethical or moral dilemmas which you address through appropriate data governance mechanisms. The way in which you govern data will be a direct expression of your ethical norms as a group of people and an organisation.

At Redback Operations, particularly in the Data Science & Analytics team, it is essential that:

- (1) The Data you collect, collate, explore and analyse is understood. This means you need to document how you use that data, what purpose that data has for your project, and how that data will be shared within the Data Science & Analytics team and within Redback Operations projects in general.
- (2) It is important to have a clear approach to personal data, including data which may be considered personal. Processes need to be put in place so that data can be pseudonymised or anonymised.
- (3) We need to understand how data is used in our algorithmic systems and be explicit of how our models use that data. We need to document how data is weighted and attributed within an algorithmic system to produce outcomes
- (4) We need to have a look at the end result of our algorithmic systems and think ethically about their use. Is the output of the algorithmic system ethical?

- (5) We need to understand how the data-driven service that Redback Operations is seeking to develop achieve outcomes for its customers and users in accordance with Data Governance and existing Data Ethics frameworks?
- (6) We need to understand what consequences the data-driven service may have for our customers in the short, medium, and long-term. How long should we be keeping data on our databases after users stop using our service? Should the holding of data be an opt-in or opt-out provision when users sign up to our service?

### **Data Governance and Oversight**

Data Governance is “...a system of decision rights and accountabilities for information related processes, executed according to agreed-upon models which describe who can take what actions, with what information, and when, under what circumstances, using what methods” (Data Governance Institute 2020).

Data-driven solutions towards health, wellbeing and exercise are the core business of Redback Operations. Good data governance is required to maintain the safety and trust of our users. As such it is incumbent that we introduce a framework for strong data governance. This may include, but is not limited to:

- Data Governance leadership through the enlistment of a Data Governance Tsar and Data Governance committee
- Responsibility for specified data collection and ethical consultation via Data Governance committee
- Enlistment of a privacy advocate and privacy officers to oversee the proper collection and collation of data
- Specify clear delegations of authority and allocation of responsibilities across the data acquisition pipeline
- Guidelines and training for proper data acquisition and storage
- Guidelines for data responsibilities for all members of Redback Operations
- Regular monitoring and reviewing of policies introduced by Redback Operations, in consultation with Data Governance committee
- Complete, consistent, and open processes regarding data acquisition, collation, exploration and analysis
- Clear rules and regulations around changing processes
- Privacy by design embedded in data initiatives

- Documentation around data collection and use that are clear and accessible
- Catalogue of all data collection (Scope, Coverage, Quality, Authority)

## **New Projects**

- The development and maintenance of a data registry to log all data holdings managed by Redback Operations. This data registry would hold the following metadata: Date of Collection, Date of Collation, Duration of Use (ongoing or finite), restrictions of use, Processes applied in analysis, purpose of data

## **Resources**

Data Ethics Maturity Model to help organisations to benchmark and improve ethical data practice

[Data Ethics Maturity Model: benchmarking your approach to data ethics – The ODI](#)

The Open Data Institute Landscape Playbook

[Introducing the ODI Data Landscape Playbook – The ODI](#)

Data Availability and Transparency Bill

[04-edsubmission-deakin-university.pdf \(datacommissioner.gov.au\)](#)