1A.

I agree that questionable practices in the data analytics and data monetisation industry provides incentives for leaders to curb such practices. As majority of large companies have a huge customer base, it is crucial that the companies ensure that their customers’ data stays safe with them and to make the data collecting, data processing, data storing process fair and open.

B.

* After The Guardian and the New York Times exposed that Facebook has been sharing 50 million Facebook users profile to a third party, Cambridge Analytica, Facebook CEO Mark Zuckerberg made a statement. In his statement, he first apologised and stated that “Facebook has a responsibility to protect its user’s data.”. He ensured that this will not happen again in the future, and there is more to be done to enhance the security of users’ data.
* In response to the Facebook-Cambridge Analytica scandal, Apple CEO Tim Cook commented on Facebook’s privacy standard and commented on data monetisation. According to Cook, he believes privacy is a human right and civil liberty. He stated that Apple is able to monetise its customers and make a lot of money from it, but it decided not to do so, as its customers are not one of its product.

<https://www.recode.net/2018/3/21/17147746/facebook-mark-zuckerberg-cambridge-analytica-data-breach-users-video-election>

<https://nypost.com/2018/03/28/tim-cook-slams-facebooks-new-privacy-standards/>

2A.

* **Apple**

Apple’s privacy policy clearly details the collection and use of personal data; which is the kind of data they collect, how they use it, the source. It also did publish its commitment in using data analytics, that is, the consumer’s data will only be shared within Apple, and not any other third party company. Apple’s senior vice president of software engineering Craig Federighi assured that they will place users’ data above anything else, and “all the great work in IOS would be meaningless if it costs the user’s privacy. Their commitment in avoiding questionable practices of data processing is particularly evident when they even battled the United State’s Federal Bureau of Investigation (FBI) as Apple refuse to surrender the data of one of the San Bernardino terrorist, who is using an iPhone.

<https://www.apple.com/sg/legal/privacy/en-ww/>

<http://fortune.com/2016/06/13/apple-wwdc-event-privacy/>

* **Microsoft**

Similar to Apple, Microsoft enlists the kind of data they collect in the privacy policy, as well as the data analytic process, and its purposes. Customers may opt to not disclose their data, but have restricted access to its products and services. Microsoft is fully committed in ensuring its customers’ privacy, as they operate in six focus principles: control, transparency, security, strong legal protections, no content-based targeting, and benefits the user. Microsoft’s commitment can be seen via its CEO Satya Nadella’s implementation of the General Data Protection Regulation (GDPR), which is aimed to protect EU’s citizens’ digital data. In his presentation, he calls out the impact of cybersecurity, artificial intelligence and digital privacy, focusing more on “what a computer should do” rather than “what a computer can do”.

<https://privacy.microsoft.com/en-us/privacystatement>

<https://www.thestar.com.my/tech/tech-news/2018/05/10/data-privacy-must-be-protected-microsoft-ceo-satya-nadella-tells-technologists/>

* **Tesla**

In Tesla’s privacy policy, it provides information regarding the information in collects, how they use it, and how they might share it with third parties. Contrary to Apple, Tesla stated that it might share data to its service providers and business partners, as well as third parties the consumers authorise, and when the law requires it to. However, Tesla’s focus on eliminating questionable practices lies more on its employees. According to Tesla’s manager John Hedges, people could not be hired without signing an agreement to restrict themselves from spreading information, and this is prominent when Tesla sued one of its employees when its CEO, Elon Musk found out one of its employees had exported gigabytes of the company’s data.

[https://www.tesla.com/about/legal#privacy-statement](https://www.tesla.com/about/legal%23privacy-statement)

<https://www.bloomberg.com/news/articles/2018-09-26/tesla-manager-says-company-required-secrecy-of-all-employees>

<https://digitalguardian.com/blog/tesla-data-theft-case-illustrates-danger-insider-threat>

B.

* **Apple**

Apple publishes a transparency report twice a year, showing statistics such as government requests for customers’ data, private parties requests for data, types of data collected, requests responding and reporting, and so on.

<https://www.apple.com/legal/transparency/about.html>

* **Microsoft**

Microsoft’s annual report shows their commitment to avoid questionable principles as well. They have extended the GDPR to the entire world instead of just EU alone, advocated the passage of the Cloud Act in the US. They promised that they will continue to work hard to install trust in their products, and agreed to cover damages from breaches of security in their business.

<https://www.microsoft.com/en-us/annualreports/ar2018/annualreport>

* **Tesla**

Tesla affirms that it prioritises its customers’ privacy by stating that they are taking steps to protect the security of its customer’s private data, and is willing to bear the loss if third parties improperly acquires its customers’ data.

<https://www.sec.gov/Archives/edgar/data/1318605/000156459016013195/tsla-10k_20151231.htm>

3A.Wrong.

B. Data analytics when applied to disorganised complexity systems will largely derive benefit. However, when humans or individuals are involved, it is very possible that data analytics used here are questionable practices, regardless of the process.