

# Privacy & Access 20/20: The Future of Privacy

The Big Data Debate

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# A Unified Ethical Frame for Big Data

*Big Data provides **unprecedented opportunities** to drive innovation in economies, healthcare, public safety, education, transportation, and almost every human endeavor.*

*Big Data also **creates risk** to both individuals and society unless effective governance is in place.*

*Governance must be sensitive to the full range of interests. **Ethics must form the basis of decisions**, balancing the incentives that come with free enterprise and the breadth of human interests.*

# Big Data Code of Ethics – Structure

Part A	<ul style="list-style-type: none"><li>• <b>Description of the unified ethical framework</b></li><li>• <i>Creates a basis for the assessment guidance</i></li></ul>
Part B	<ul style="list-style-type: none"><li>• <b>Assessment guidance for implementing the code</b></li><li>• <i>Illuminates key issues in making a judgment on whether a Big Data project is legal, fair, and just</i></li></ul>
Part C	<ul style="list-style-type: none"><li>• <b>Mechanisms for enforceability</b></li><li>• <i>Demonstrates compliance with code.</i></li></ul>
Part D	<ul style="list-style-type: none"><li>• <b>Contextual assessment questionnaire</b></li><li>• <i>Customized for organizations, industries, sectors</i></li></ul>

# Values for an Ethical Frame

Beneficial

- Sense of purpose
  - Define the benefits
  - Parties who gain benefit
  - Risk-Benefit balance
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Progressive

- Materially better
  - Measures
  - Support innovation
  - Consider risks
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Sustainable

- Legal basis/permissions
  - Influence of model(s)
  - Longevity of insights
  - Ability to refine/correct
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Respectful

- Data origination/restrictions
  - Context/Purpose
  - Interests of all parties
  - Expectations/Rights
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Fair

- Insights/Applications
- Inferences/Discrimination
- Labeling/Predestination
- Compatibility/Legal Basis

# Questions?

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