DATA ETHICS

BEST PRACTICES

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"Do No Harm": data collected from an individual **should not be used to harm** the individual. This may be difficult to apply in practice.

Informed Consent: covers a wide variety of ethical questions, but mainly:

- individuals must **agree to the collection and use** of their data

- individuals must have a **real understanding of what they are consenting to**, and of **possible consequences** for them and others.

BEST PRACTICES

Respect "Privacy": dearly-held principle. Excessively hard to maintain in the age of constant trawling of the Internet for personal data.

Keep Data Public: another aspect of data privacy – some (all? most? any?) data should be kept **public**.

Opt-In/Opt-Out: informed consent requires the ability to **not consent** (to opt out).

- tacit vs. stated consent

BEST PRACTICES

Anonymize Data: removal of identifying fields from the dataset prior to analysis.

"Let the Data Speak":

- no cherry picking

- importance of validation

- correlation and causation

- repeatability

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"And yes, **transparency is also the trick to protecting privacy**, if we empower citizens to notice when neighbors infringe upon it. Isn't that how you enforce your own privacy in restaurants, where people leave each other alone, because those who stare or listen risk getting caught?"

David Brin, *The Transparent Society*

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