



# **Can Data and Ethics live together?**

MATTEO GRATTON



**“No man’s good by accident.**

**Virtue has to be learnt”**

— Seneca





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**“A sword never kills anybody;  
it is a tool in the killer's hand”**

— Seneca



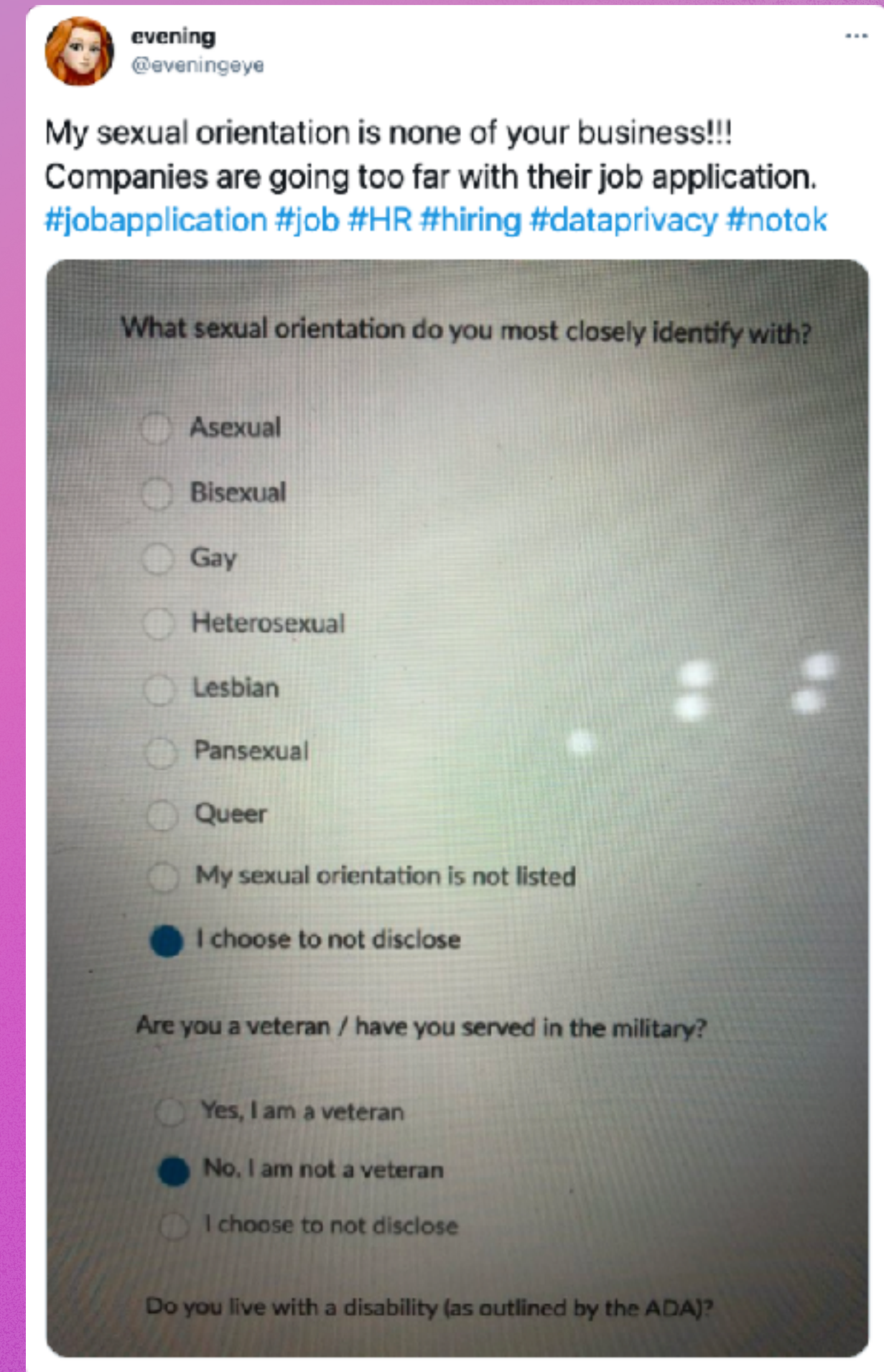
## **As Designers we decide:**

- > What data is required
- > What data is shared



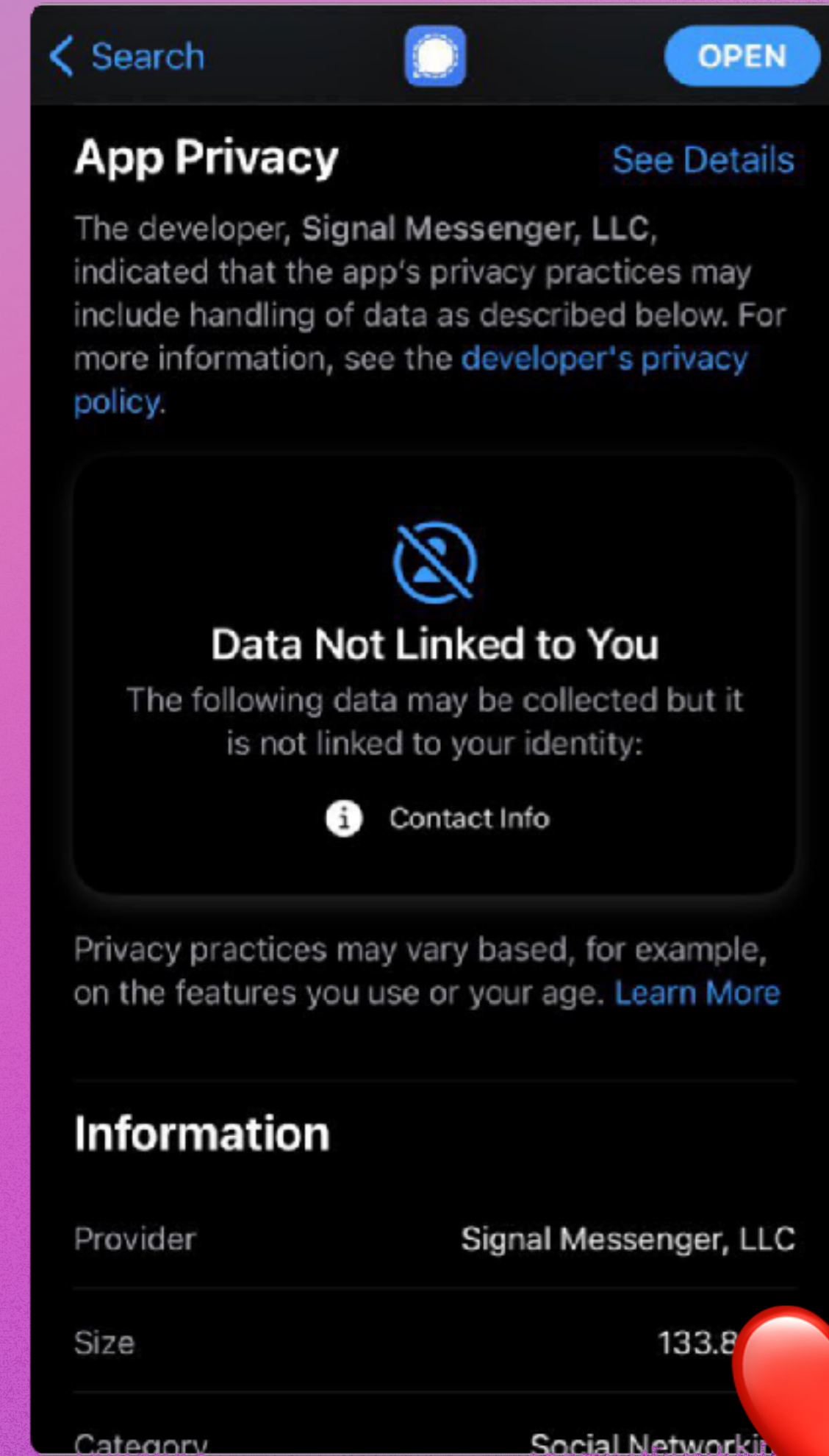
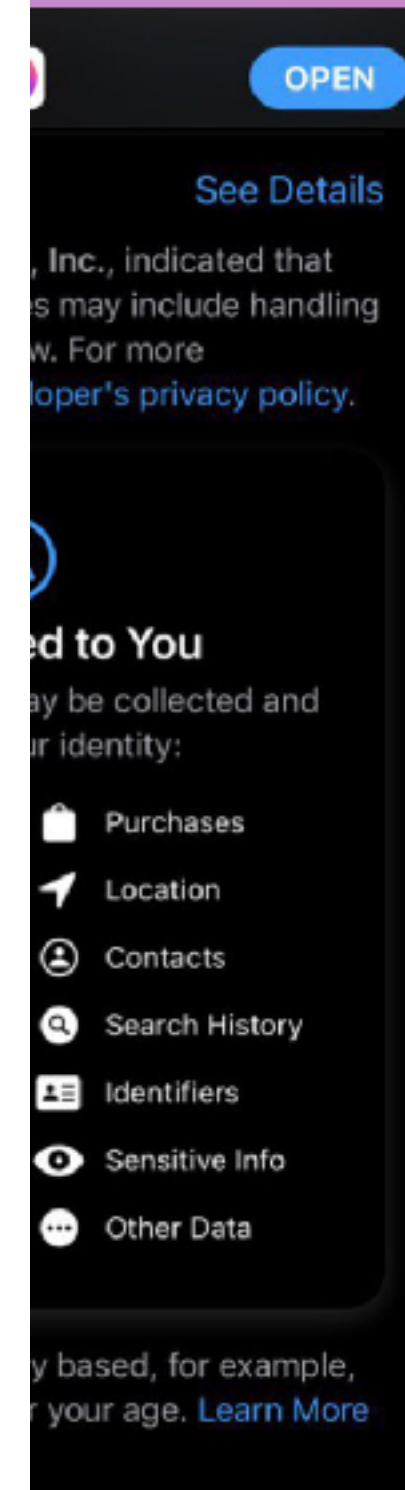


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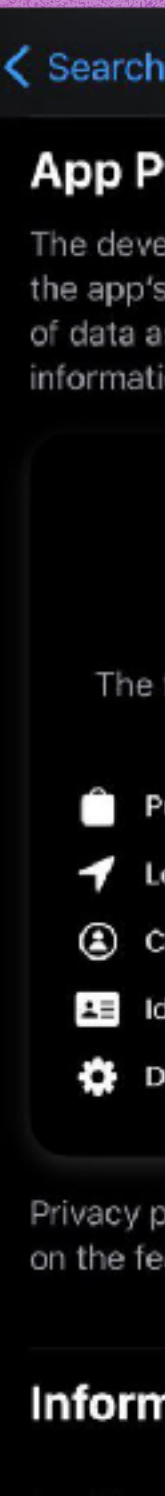
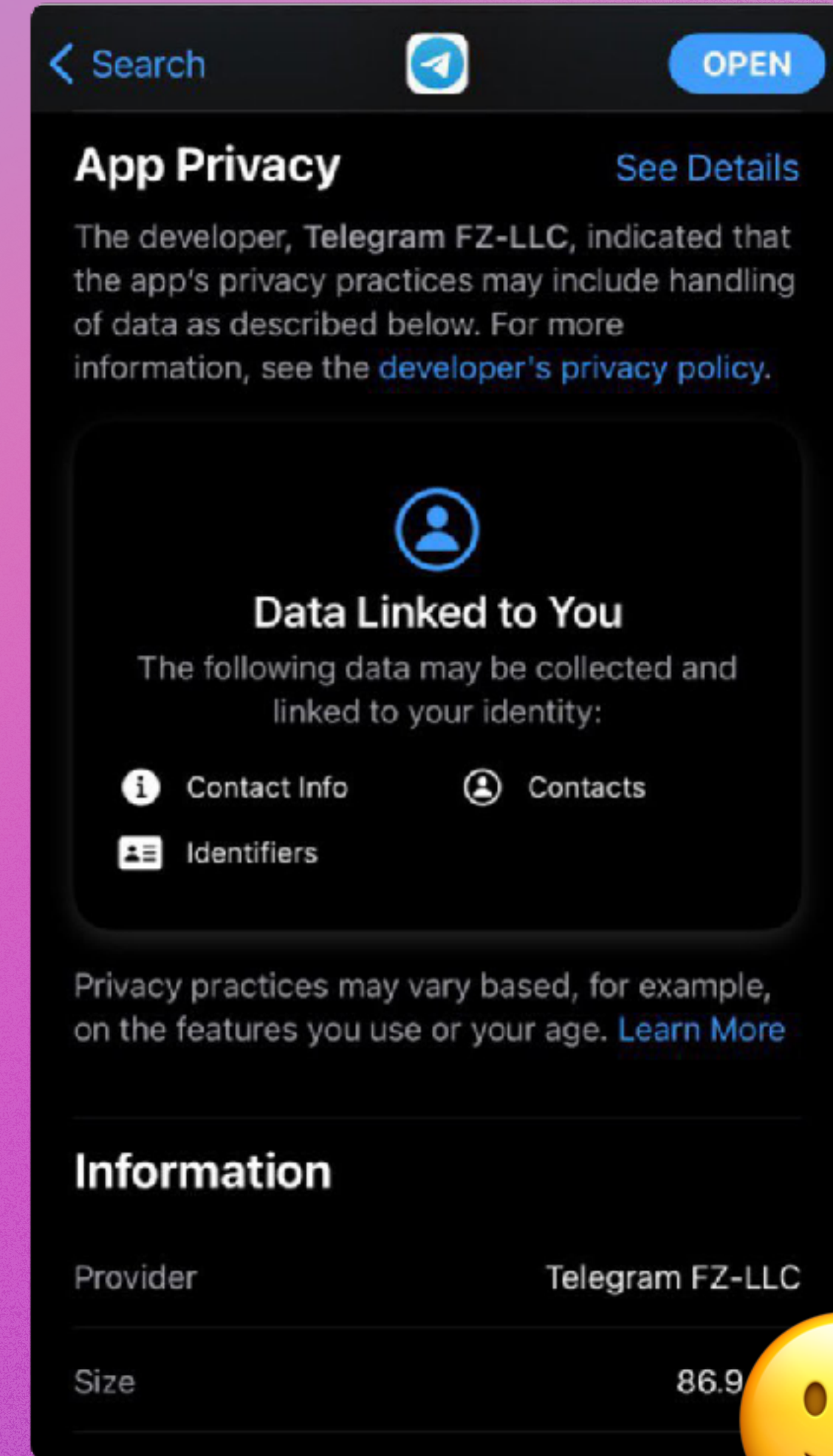
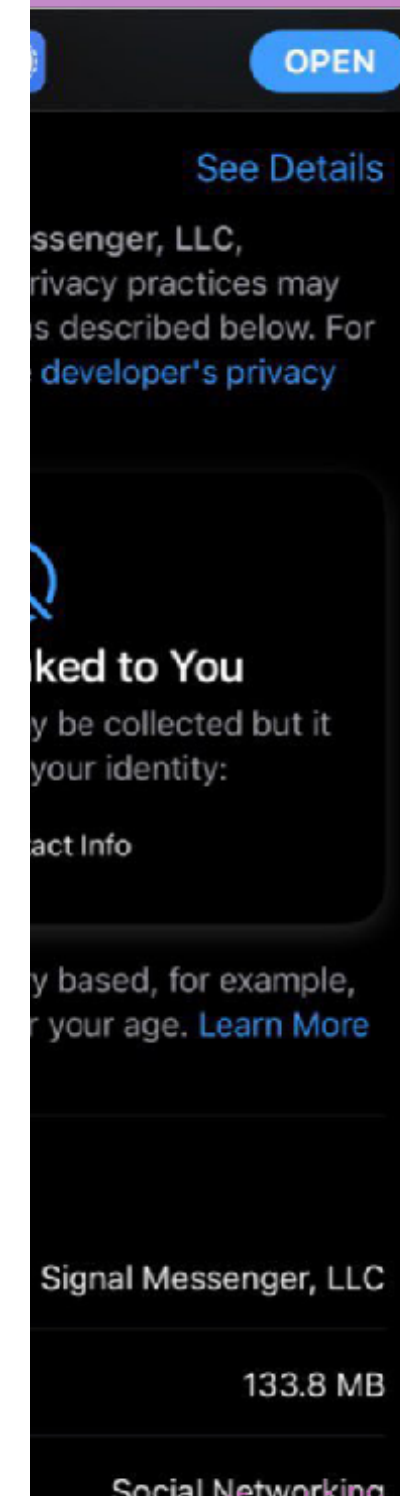


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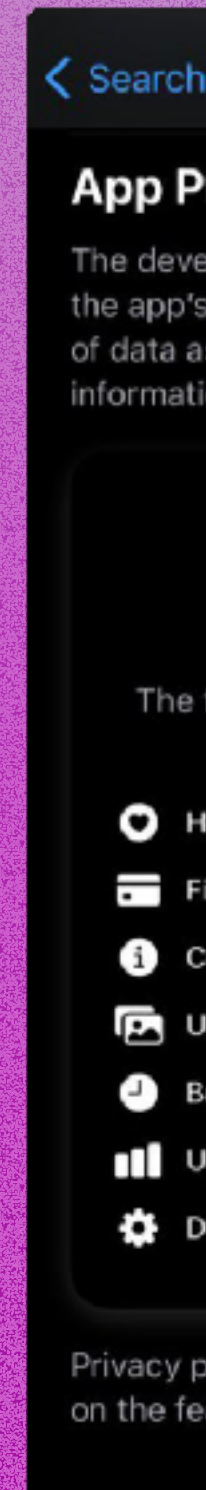
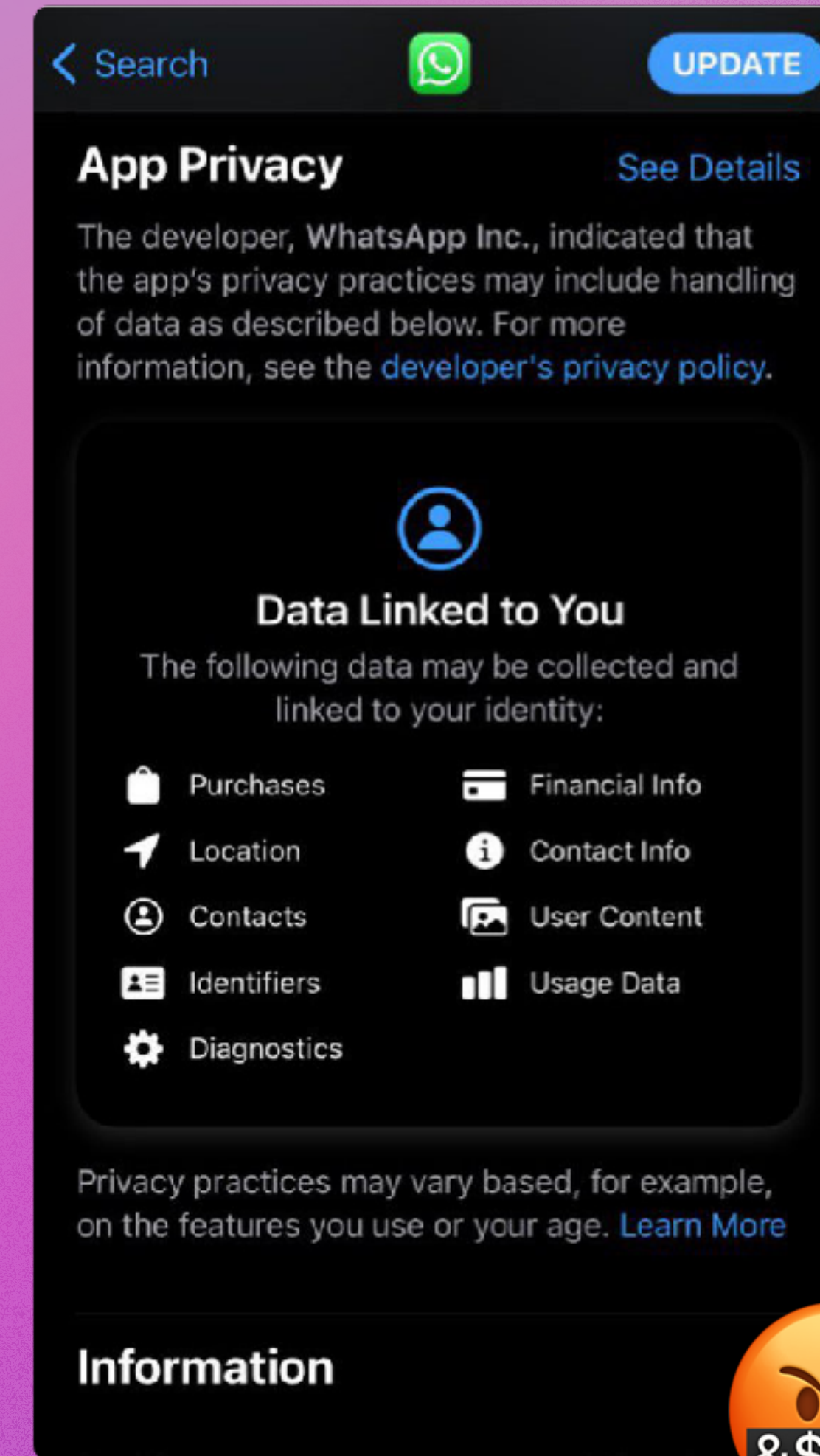
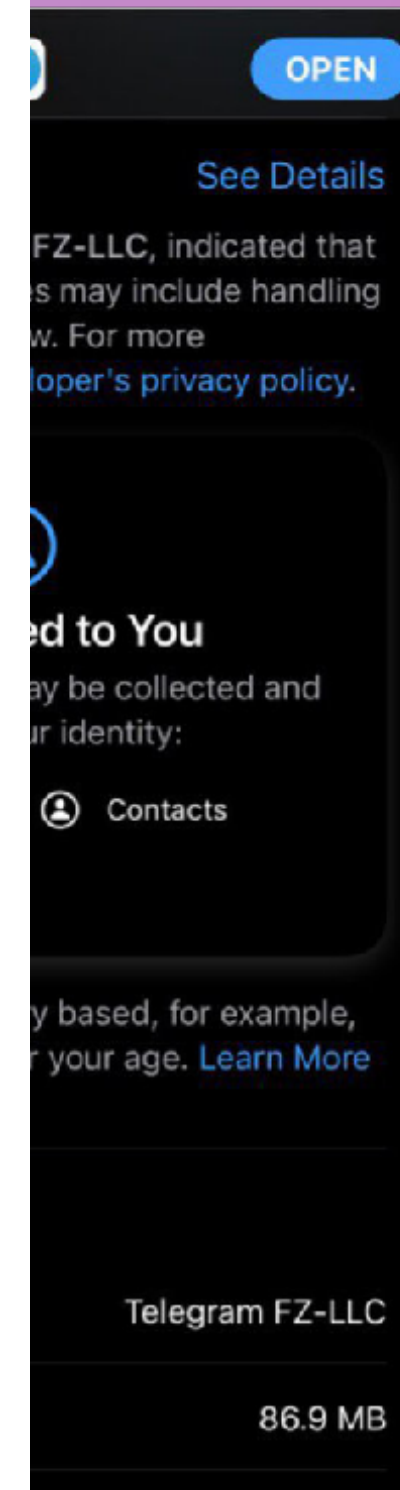


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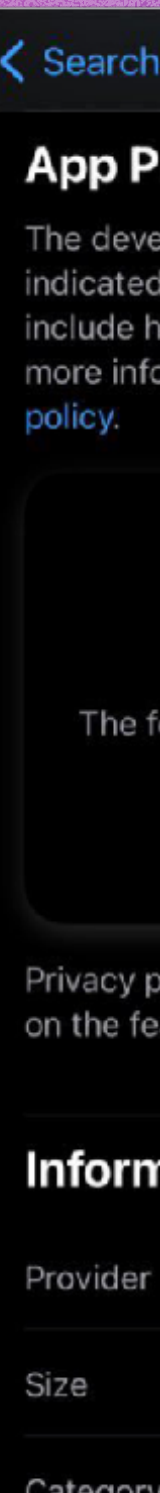
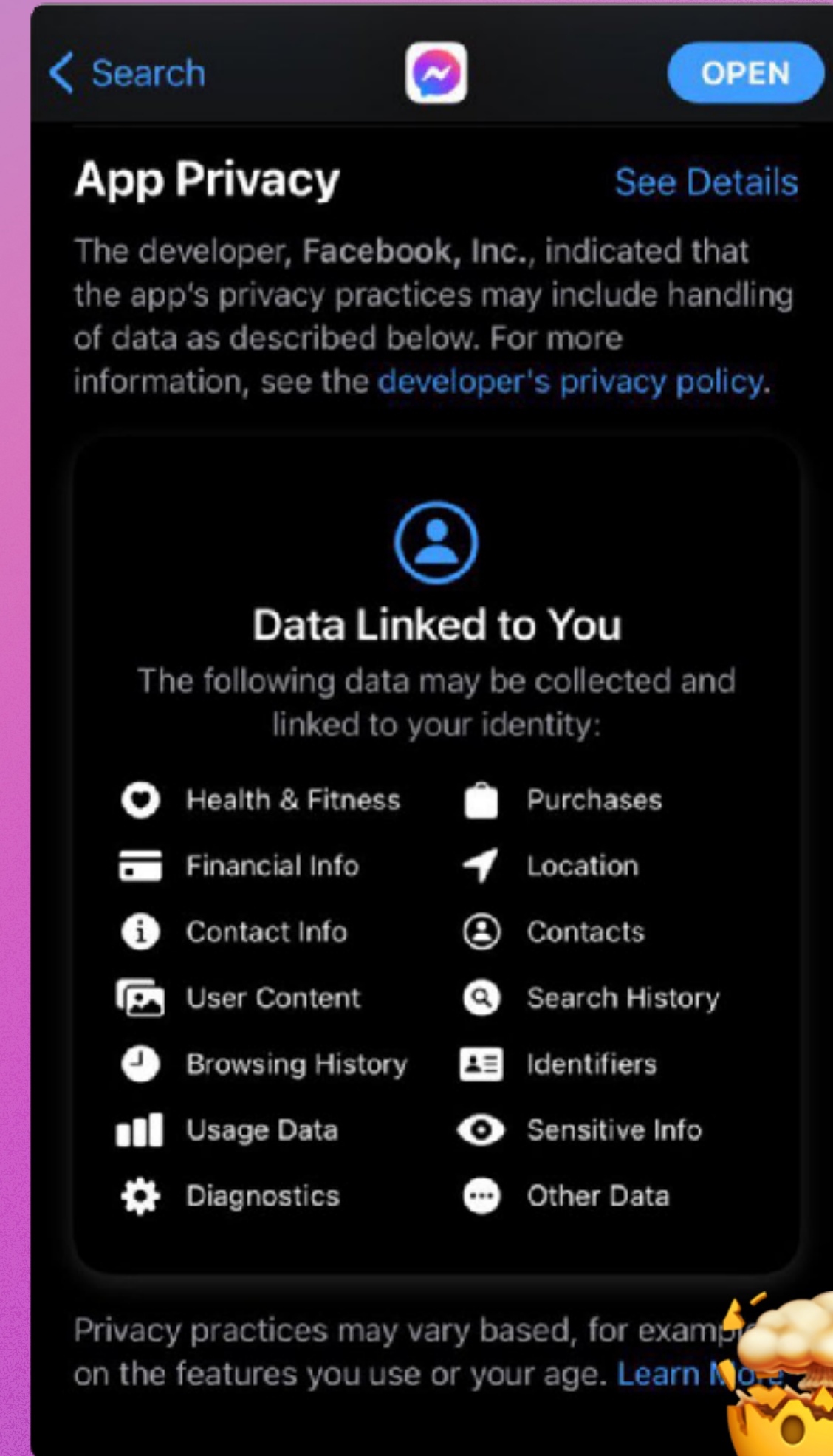
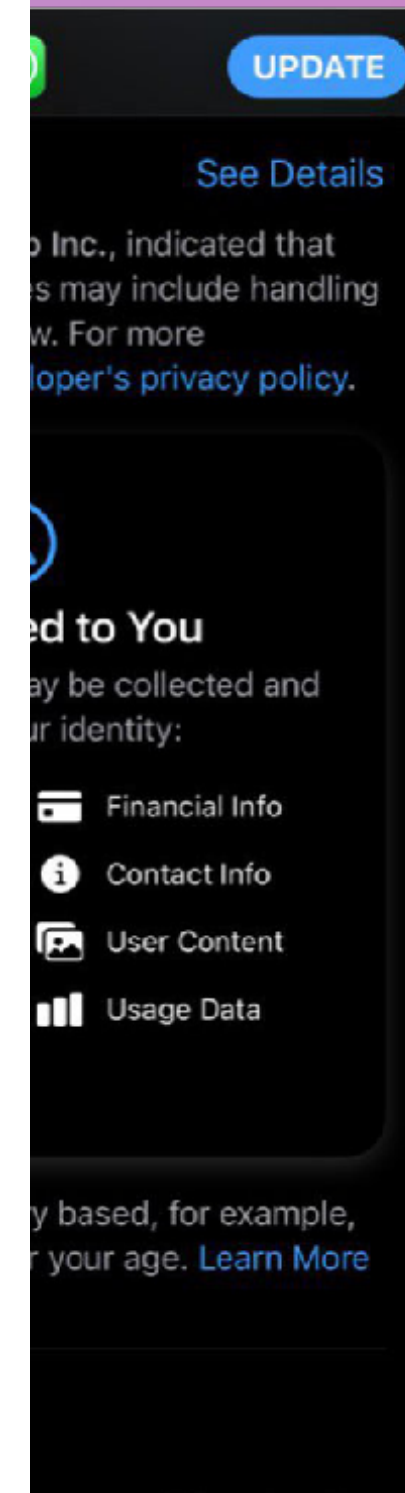


# Data collected or required






# Data collected or required





# Data collected or required


 **Kurt Seifried**  
@kurtseifried


Just tried to download a document from [redacted] and they use the dark pattern "free signup, er uhh with a creditcard/paypal, and uhh you can totally cancel it before we bill you next month." How is this kind of stuff legal?

### Activate your free trial

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By starting a free trial, you are enrolling in automatic payments of \$8.99/month beginning at the end of your free trial. You can cancel anytime from your Account Settings.

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8:47 pm · 26 Jun 2020 · Twitter Web App



# Data collected or required

			TRUSTED					...bootstrapcd
			TRUSTED					...cloudflare.c
			TRUSTED					...google-anal
			TRUSTED					...gstatic.com
			DEFAULT					...hotjar.com
			TRUSTED					...intercom.io
			TRUSTED					...intercomcdr
			DEFAULT					...newrelic.com
			TRUSTED					...typekit.net



# Data collected or required

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### YOU ALLOW

+ Store and/or access information on a device	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Select and analyze contents	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Develop and improve products	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Apply market research to generate audience insights	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Measure content performance	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Measure ad performance	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Select personalised content	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Create a personalised content profile	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Select personalised ads	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Create a personalised ads profile	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Select basic ads	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Actively scan device characteristics for identification	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree
+ Use precise geolocation data	<input type="checkbox"/> Disagree	<input type="checkbox"/> Agree

By giving consent to the purposes above, you also allow this website and its partners to operate the following data processing: [Ensure security, prevent fraud, and debug](#), [Link different devices](#), [Match and combine offline data sources](#), [Receive and use automatically-sent device characteristics for identification](#), and [Technically deliver ads or content](#)

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When you collect data you're also responsible for the data security:

- > When you collect data you need to store it: is it useful, are you going to use it?
- > Data pollution (too many data are more difficult to be analyzed).
- > Storing data requires also lots of storage → open questions about the use of energy and virtual space...



# Data shared

 **CNN**  @CNN · 2 Aug 2020 ⋮

Companies are plotting what a safe return to the office looks like.

To enforce social distancing and mask-wearing, AI technology that **tracks employees'** locations is becoming increasingly popular. But **privacy** experts warn that may not be the best solution. [cnn.it/31pkWq7](https://cnn.it/31pkWq7)



198K views 1:05 / 3:16  

 60  80  182 



# Data shared

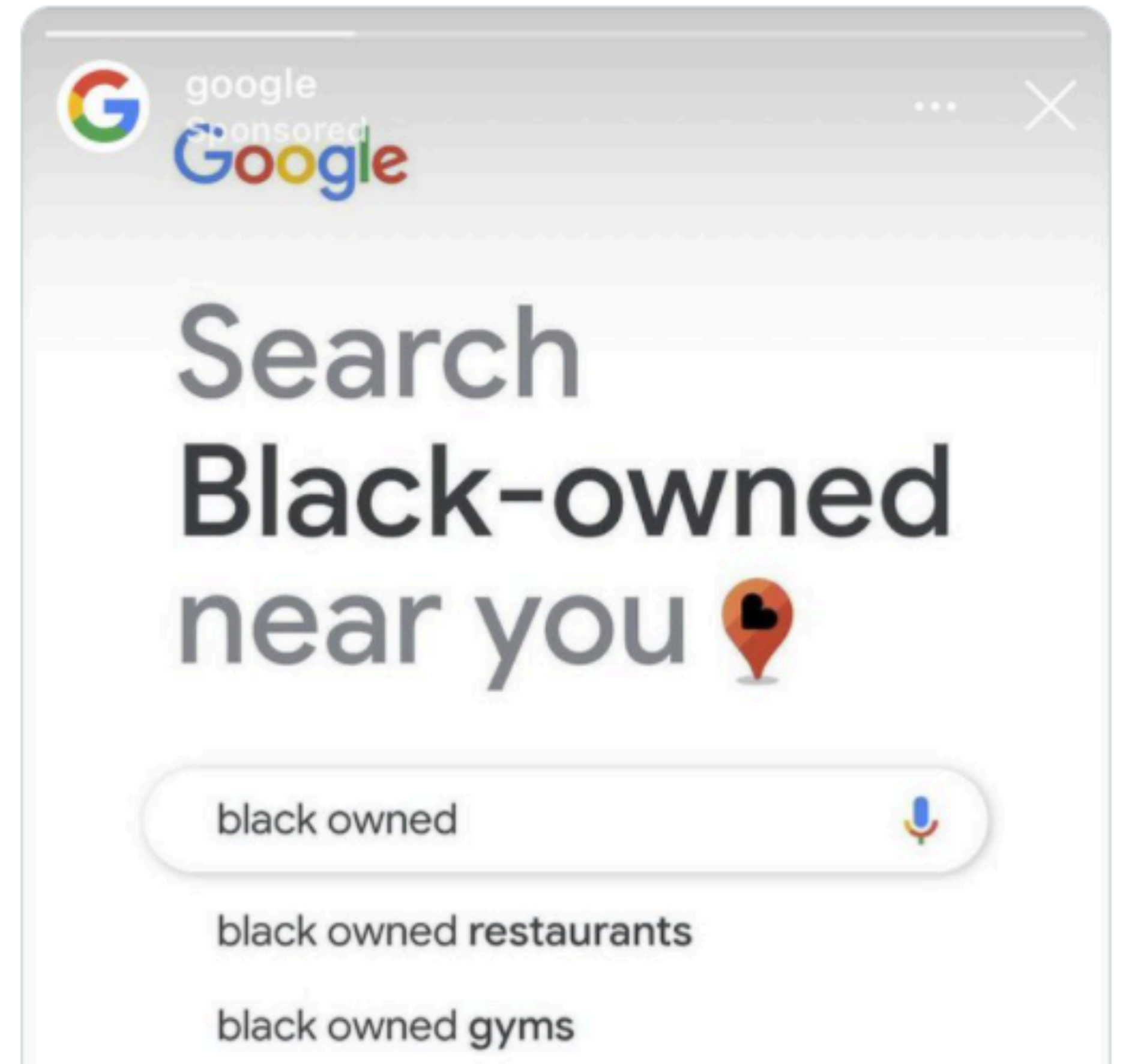


Danaë Metaxa  
@d\_metaxa



Google recently added a feature allowing users to search for "Black-owned businesses near you". They're advertising it all over the place (see below).

I've also already started hearing from Black-owned businesses I follow that they're seeing an influx of racist fake reviews...





# Data shared

**Dr Mike Galsworthy** @mikegalsworthy · 27 Feb

One of the UK's biggest **GP practice** operators has quietly **passed** into the hands of the US health insurance group Centene Corporation.

This is privatisation of the **NHS** by stealth.



NHS GP practice operator with 500,000 patients passes into hands ...  
Merger with Centene Corp covers 500,000 patients fuelling calls for inquiry into 'NHS privatisation by stealth'  
[theguardian.com](https://theguardian.com)

170 2.9K 3.8K



# Data shared

**Tyler Thompson**  
@Thompson\_TylerJ

From YouTube's "How Data Brokers Sell Your Identity", I was shocked after Murgia discussed some of her traits and activities she partakes in, that all of these personal details were found by personal data trackers who didn't even know her.

[youtu.be/AU66C6HePfg](https://youtu.be/AU66C6HePfg)  
[#eme4390s21](#)

How data brokers sold my identity | Ma...  
Watch later Share

**TEDx Exeter**

MORE VIDEOS

13:48 / 16:20

YouTube



# “Auditur et altera pars”

*The other side shall be heard as well.*

— Seneca



# **Are there any data conscious products?**

- › Browsers: Firefox (from Mozilla), Brave, Vivaldi
- › Search engines: Ecosia, DuckDuckGo, Startpage
- › Messengers: Signal, Telegram
- › Others: Proton (Mail and VPN)

Search Layers

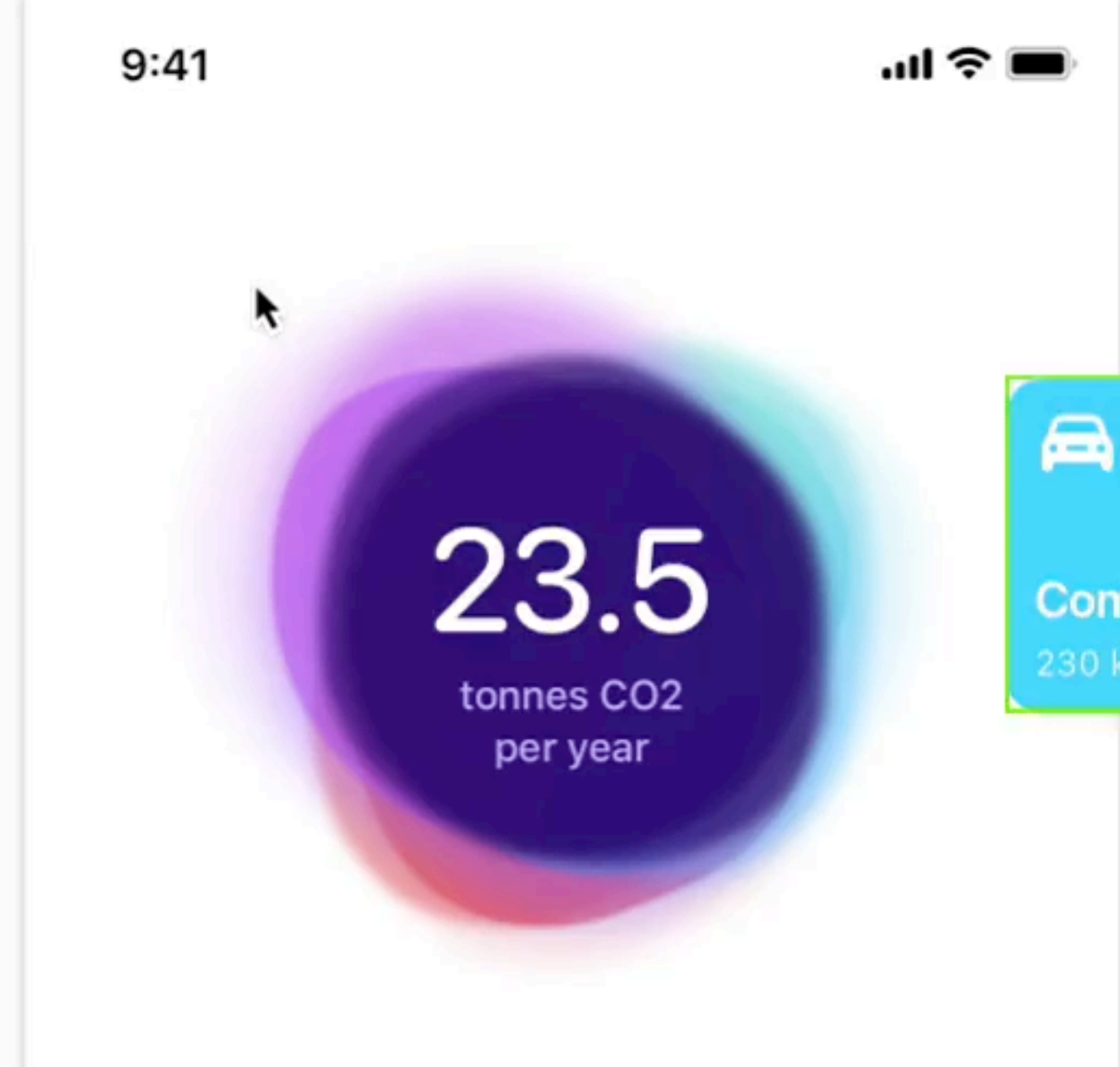
Pages

- Page 1

Symbols

- CO2 Tracker
  - Status Bar
  - Total Footprint
    - 23.5
    - CO2 Tonnes Per Year
  - Illustration
    - Travel Footprint
    - Commute Footprint
    - House Footprint
    - Food Footprint
    - Shopping Footprint
    - Other Footprint

CO2 Tracker



Richard

Helen

Angela

STYLE

Fills

Borders

Shadows

Inner Shadows

Blur







**“There is a fine line in here beside fair use and surveillance mode. A red line we don't want to cross, and we don't want to allow others to cross, by using our product.”**

— Gloria Langreo, PM @Sketch







## **Take aways**

It is hard to make the perfect ethical decisions, but:

- > We can control what kind of data we want to gather and share
- > We can be transparent with our users when we're tracking them for specific purposes



## **Take aways**

- > we can gather data only when needed
- > we can gather only the needed data
- > we should not share any personal data if not strictly necessary



**“The greater part of progress is  
the desire to progress”**

— Seneca



# Thank you all

MATTEO GRATTON - DESIGN ADVOCATE @SKETCH

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