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DIGITAL ETHICS TO SHAPE DIGITAL INNOVATION

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Why ethics

Outline

Which ethics & challenges

How ethics meets the challenges



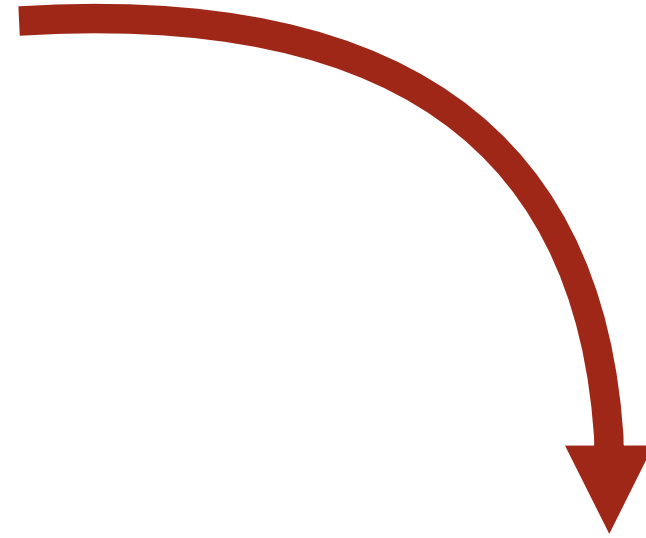
Mature information societies are a matter of **unreflective and implicit expectations** of their members on their ability to rely on digital technologies (Floridi 2014)



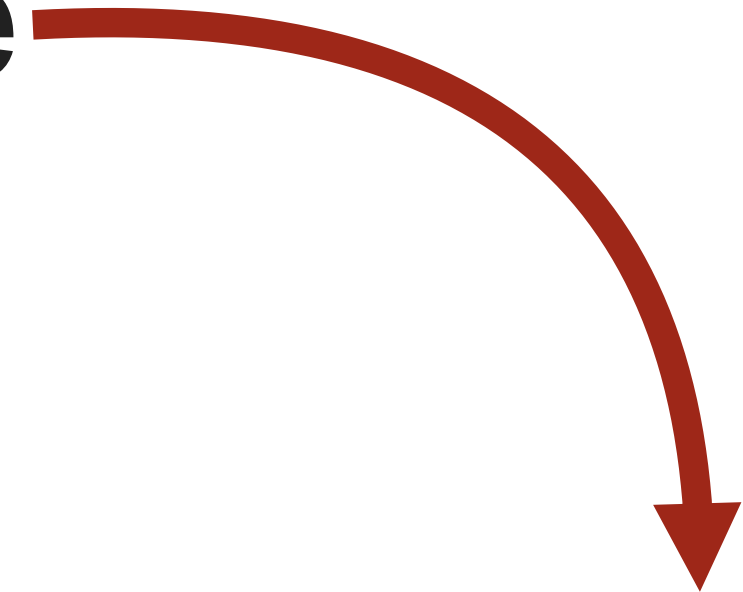
Digital ethics to navigate between the risk of social rejection and too strict a regulation




Ethical assessment



Socially acceptable &
politically feasible



Legally
enforceable



Too much ethics: LIBE amendments to the GDPR
Too little ethics: NHS programme “Care.data”



There is more to it than just privacy



Group privacy: profiling not discrimination

A woman with short brown hair, wearing a light-colored patterned shirt, is looking at a large digital display. The display is filled with a dense field of small, colorful squares (green, yellow, orange, blue, red) on a dark background, resembling a data visualization or a complex code. The scene is dimly lit, with the primary light source being the display itself. The woman is positioned on the left side of the frame, looking towards the right. The overall atmosphere is one of technological exploration and data analysis.

Unlock the value of the digital for innovation

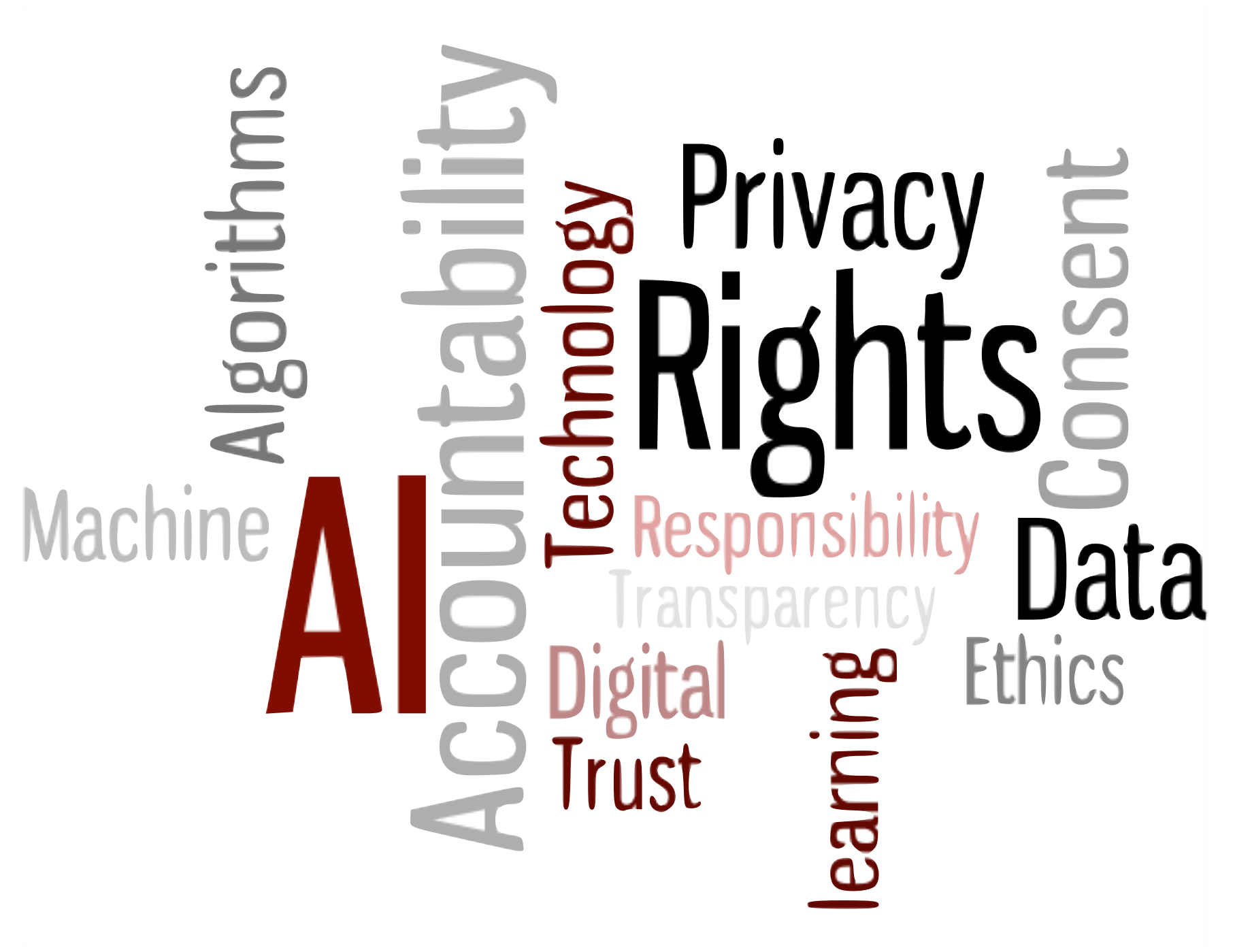


Data philanthropy & human rights

Professional ethics: about
the human agent

Computer ethics: about
the hardware

Information ethics: about
the content



It is what the hardware
does with the software
and the data



Impact on the
environment



Digital ethics is developed along three axes



X: Ethics of Data

- **Privacy**
 - re-identification
 - group privacy
- **Trust in whom?**
- **Transparency of what?**

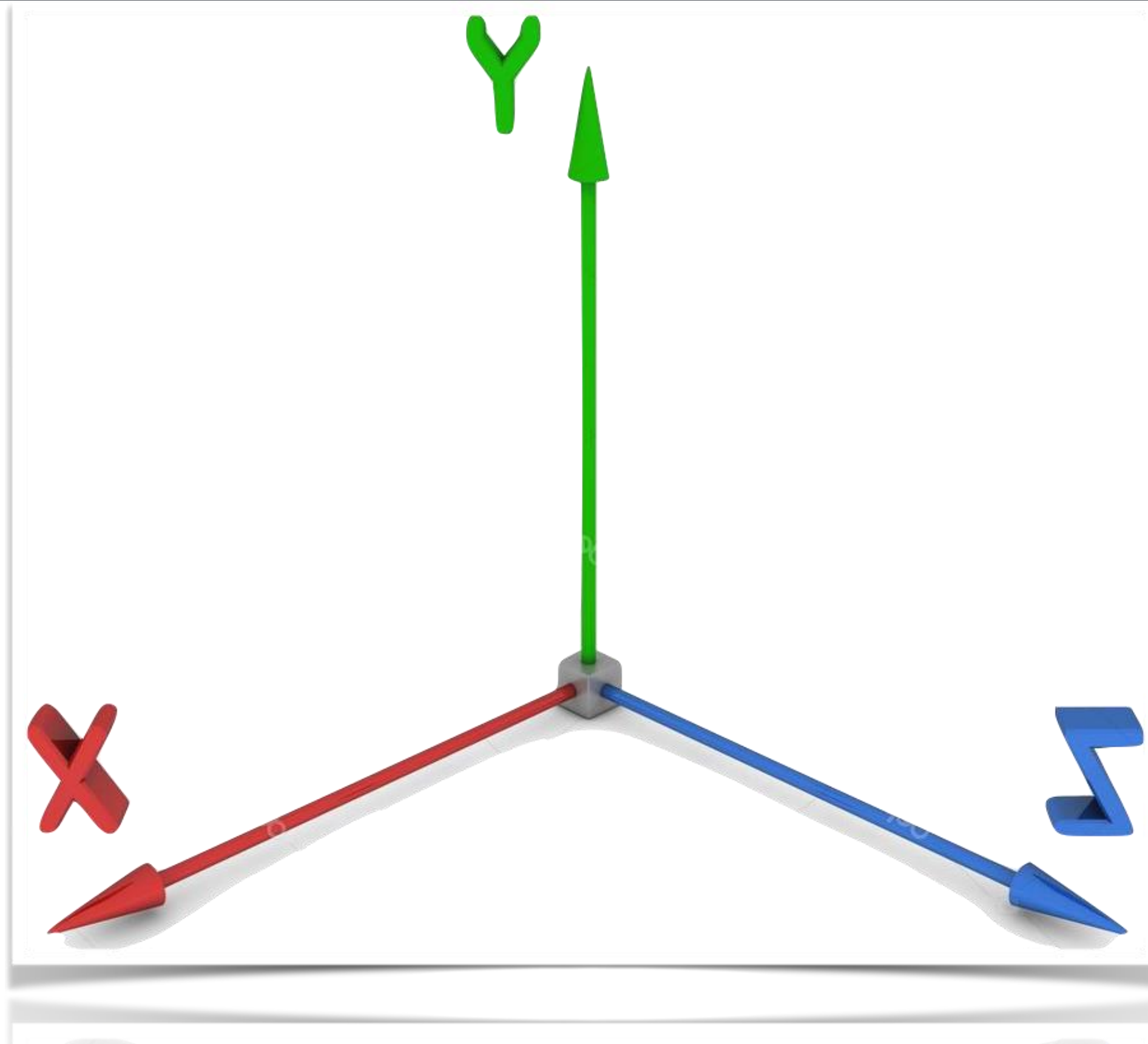
Y: Ethics of Algorithms

- **Responsibility/accountability**
- **Ethical design** of requirements
- **Ethical auditing** of algorithms

Z: Ethics of Practices

- **Deontological code**
- **Consent**
- **Privacy of data subjects**
- **Secondary use**

Data ethics is a macroethics: an overall geometry of the ethical space



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NO **OW**



Past

Future

Ethical guidance to shape digital innovation

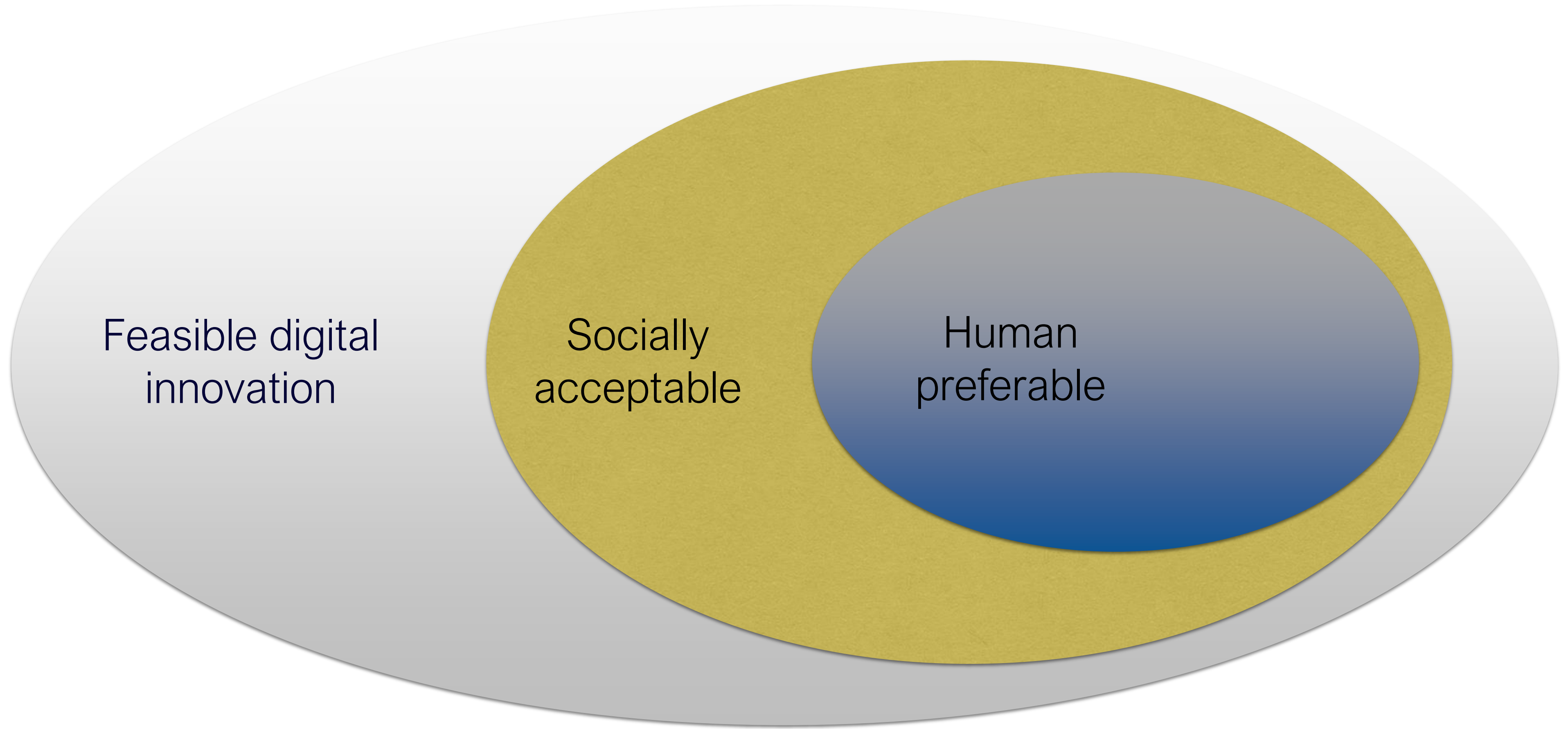
We need to gain **foresight** on the current and future ethical problems of digital innovation.

Ethical foresight spans over (Floridi 2014):

- **Feasibility**
- Environmental sustainability
- **Social acceptability**
- **Human preferability**

“as the necessary guiding features for any digital project with even a remote impact on human life and our planet”

(Floridi & Taddeo, 2016)



Digital Ethics



CCDCOE
NATO Cooperative Cyber Defence
Centre of Excellence Tallinn, Estonia

EPSRC

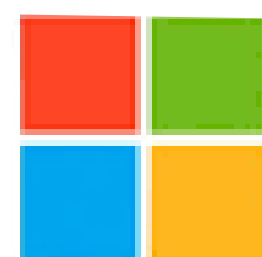
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Every Bit as Good

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Thank you

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