

**Data Privacy**

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User data is something that everyone who has ever touched technology with an internet connection has. In collecting this data and building it up overtime users have a way of keeping track of progress in online games, fast checkout for online shops, and many other services. In using platforms and services users make an online version of themselves; while this may seem to be a good thing personal data can be harvested and used maliciously. In Europe they have taken action to protect against this with the introduction of the GDPR (General Protection Data Regulation). In doing this Europe gives the user more control over their personal data. This is the contrary in the United States. The United States with the combination of State and Federal laws create a variety of options and ways for companies to snake out of users owning their data. Capitalism can be attributed to this because big companies can make money off of user data. Looking into this a virtuous philosophical perspective could save the people who make the USA the USA from becoming victims to crime and corporate exploitation. The virtuous perspective combined with the works of Zimmer and Buchanan display, The United States should implement GDPR regulations in order to help the people that make the United States a country worth living in.

Zimmer has written extensively on the idea of privacy and personal data. One of Zimmer's most impactful writings was the different moral versions of privacy, the harm based theory and utilitarian theory (Zimmer, 2010). The harm based theory is the instance of the wrongness of privacy violations that can bring people harm (Zimmer, 2010). The utilitarian based theory relates to deontology, it says that there are ways we can harm people without hurting them by undermining them (Zimmer, 2010). In this light taking away user data or privacy can harm someone's autonomy therefore harming them in the long run. It is possible to apply this sentiment to other theories. If the United States applied a more virtuous stance to their

idea of data privacy would lead to constant improvement and more respect for the users of applications instead of the companies that boost the US economy. In the United States taking a more virtuous stance it would help overall user privacy and data protections. In using the same line of thinking as Zimmer, thinking about the impact of certain philosophical stances and the impact on the world, a virtuous stance would easily be the best if it affects more than user privacy. The United States conforming to a European standard allows for the process of Global Data Standardization. In adapting the GDPR the United States would also be showing a level of virtue to other countries by implementing a similar framework to them. A more cohesive framework can be created between countries leading to further collaboration and fostering better experiences and easier teamwork. Someone against this idea of a more virtuous Global Data Standardization would give two main points: the idea of having the United States as a “Diverse Business Landscape” and the possible economic impact. These arguments are not valid at all. The only person who would be saying these things are high level CEOs that want to exploit user data and privacy in order to keep profit margins high. The idea of the business landscape changing completely just because companies can not spy on users is foolish. The economy may suffer a blow, but time has shown the economy has always come back and the only people who will suffer are those investing and the owners of mega corporations like Google and Facebook. Zimmer gives a unique perspective to the idea of using philosophical angles to analyze and solve problems involving privacy and user data. A virtuous stance would not only help people who are vulnerable to cyber attacks, like elderly individuals who have not used technology that much; but it will also help international relations. The USA would be getting to help the people of the nation and get a better relationship internationally, it is a win win.

Buchanan also has a lot of very interesting input on the matter of user privacy and data. Buchanan takes a drastic turn in exploring data privacy and decides to turn to Twitter and ISIS. Upon first inspection there does not seem to be much to gain from looking into this. It is a radical group using a social media platform, however Buchanna offers some great insights. If the United States wants to remain virtuous it should look into the model described in Buchanan's essay IVCC (Iterative Vertex Classification Clustering) (Buchanan, 2017) ; this model is used to ethically identify and mitigate online extremism. IVCC uses a sophisticated algorithm to identify users that may be flagged as extremists. This algorithm, compounded with the iterative process of data cycling, allows for the users to be vetted and identified (Buchanan, 2017). This applies the virtuous angle of giving people the benefit of the doubt and giving them a second chance in order to prove what they are saying is ok (Buchanan, 2017). There are however some ethical implications involved with Twitter's IVCC algorithm. The data privacy of Twitter constantly cycling and categorizing users severely compromises privacy and with current US regulations there is no problem with this level of data harvesting (Buchanan, 2017). However, with the GDPR being used in the United States the IVCC can change in many ways. GDPR has a heavy emphasis on users controlling their data that can be translated to IVCC. IVCC shows a commitment to ethical practices which can help align to virtue and GDPR. IVCC can use a data minimization practice where the collection of processing personal data is left to the public. Using data minimization can help mitigate risk within Twitter in terms of liability with users. A Long with data minimization IVCC uses purpose limitation that allows for selective picking of users with alignment to extremist organizations. The only problem seen with this model is if someone in the public reposts the ISIS media and responds with a morally correct view critiquing ISIS and display discomfort in them being platformed they have a chance to get flagged under this

algorithm, but that will only happen in very niche cases where ISIS content passes through the IVCC. Lastly, the IVCC incorporates a data protection design by default. The model prioritizes anonymization and privacy preserving techniques which prevents security breaches and minimizes the risk of unauthorized access. IVCC is not without its issues regarding data privacy, but when used with GDPR regulations can increase around it and it can be used more efficiently. In combining these the United States would help secure the users more and have less cyber attacks, therefore saving companies more money and boosting the economy. IVCC takes a virtuous approach to Twitter by stopping extremists from recruiting in the United States. Buchanan adds a lot of unique perspective to the idea of GDPR in the United States. Overall Twitter seems to be taking a virtuous approach to making their platform safer and that is commendable. The United States should also take action to make our country safer.

Overall Zimmer and Buchanan add a lot to the idea of using GDPR in the United States of America. Zimmer describes how not having privacy and protection for user data leads to a loss of autonomy. This can be solved by the United States using the GDPR. In implementing the GDPR the United States can adapt a larger framework and show a level of virtue to European countries. Buchanan displays how the GDPR can be used in conjunction with other services. Twitter uses the IVCC to weed out malicious actors and this can be used with the GDPR to protect users more heavily. Combining all of the previous factors the United States would be taking a virtuous stance by implementing the GDPR along with following the considerations from Zimmer and Buchanan. The United States has a lot of potential to make the country better and safer. In doing this it would not only help the United States it would help the world.

## References

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