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An interesting topic that I have engaged with in this course is what can be considered a reasonable expectation of privacy for an individual, as it relates to mass surveillance and data collection in 'public' spaces. I think the concept of informational friction as defined by Luciano Floridi is particularly interesting, that being "forces that oppose the flow of information within a region of the infosphere, connected with the amount of effort required for some agent to obtain, filter, or block information about other agents in a given environment, by decreasing, shaping, or increasing informational friction." Cases such as the Ashley Madison hack or the controversy surrounding the initial launch of Google Street View really changed my perspective to believe that everyone (even "cheating dirtbags") deserve privacy and that products should be designed with data protection in mind. While Google Street View is an interesting product that has legitimate utility with no intent on infringing on individuals privacy, it is clear that its initial launch should have had further ethical consideration with respect to what, where, and how the Google Street View car captured its images. Michael Zimmer does well to point out the false comparison of the T3 researchers in his article, "But the data is already public," as they likened data collection from the profiles of user's Facebook profiles to observations of individuals in a park. It would be difficult to learn anything personally meaningful about individuals in a park, when compared to scraping personal information from user's Facebook profiles that include information such as full names, family and friends, interests, education history, photos, birthdays, etc. Likewise, products like Google Street View are capable of significantly reducing informational friction by allowing anyone to access information about someone on the other side of the world who was potentially unknowingly captured by the Google Street View car. The increasing influence of social media platforms allow tech companies to collect a great deal of information about us, who we are, what we like, and where we are at any given moment. It is important that tech companies are transparent about what data they collect from their users, how that data is processed, and what the data is going to be used for, so that users can make informed decisions about sharing their information with these companies. I think a key takeaway from these discussions would be to be careful about what kind of information you are sharing online (or in public in general) and be aware that that information can potentially be assessed by anyone, from anywhere, at any time.

Another interesting topic is the idea of social responsibility as discussed by Milton Friedman. I didn't really agree with Friedman's perspective on whether or not businesses should have to fulfill any sort of social responsibility, however the topic itself is still worth discussing. As Friedman notes, businesses are primarily profit motivated and make business decisions in order to return a profit for the company's shareholders. However, I do believe that businesses have social responsibilities to fulfill due to the key role that businesses play within our society. Melvin Anshen likens the relationship between private businesses and society to the 'social

contract' that is shared between individual citizens and their governments, where they give up certain rights and freedoms in exchange for services provided to them. Businesses provide a way for individuals to improve their lives by earning income and drive innovation and productivity within a society. On the other hand, businesses also provide goods and services that individuals and businesses rely upon in order to continue living in and growing in our society. It is clear that failure on part of large businesses can have large-scale negative impacts upon not only the shareholders in the company, but also the individuals and businesses that rely upon it for goods, services, and employment. Especially in the digital age that we live in where we are ever reliant upon technology, it is imperative that businesses uphold their moral duty to others and not be solely self-interested and profit motivated. As seen in the Equifax data breach, there can be large scale ramifications if companies allow the sensitive information of their customers to be compromised. Likewise, businesses need to use ethical decision making when considering how they can integrate new technologies that may displace currently existing workers. I think a key takeaway from the topic is that modern products and services (especially from technology businesses) need to be designed with respect to the individual in mind from the ground up.

Finally, I think the topic of informed consent and information transparency is very important. Having read about Europe's GDPR (General Data Protection Regulation) and made considerations about how the United States should adopt a similar approach to data protection, I think it is important for businesses to ensure that their customers are informed about their practices, policies, and decisions, so that they can make the best, informed decision for themselves. Allowing individuals to control their own data as far as what they share, who they share it with, how it is processed, what it is used for, and retaining the right to request its removal in combination with a company's transparency into their data collection and data protection policies will strengthen the level of trust that individuals have with tech companies that process their data. I think a key takeaway from the topic of informed consent and information transparency is that in order to make ethical decisions, it is best to keep in mind the individual's free will and informed consent. Individuals have the right to make their own decisions about their own data and the services they share that information with, so companies should ensure that individuals are provided with the necessary information to make an informed decision about how they manage their own information.