

DANISH GOVERNMENT INITIATIVE ON DATA ETHICS



Expert group Chairman Christiane Vejlø

Ekspertgruppen om
DATAETIK



DANISH EXPERT GROUP ON DATA

Techfestival.

CARE

~~Disrupt~~

or die

September 5-10, 2018
Copenhagen

“IF DATA IS THE NEW OIL

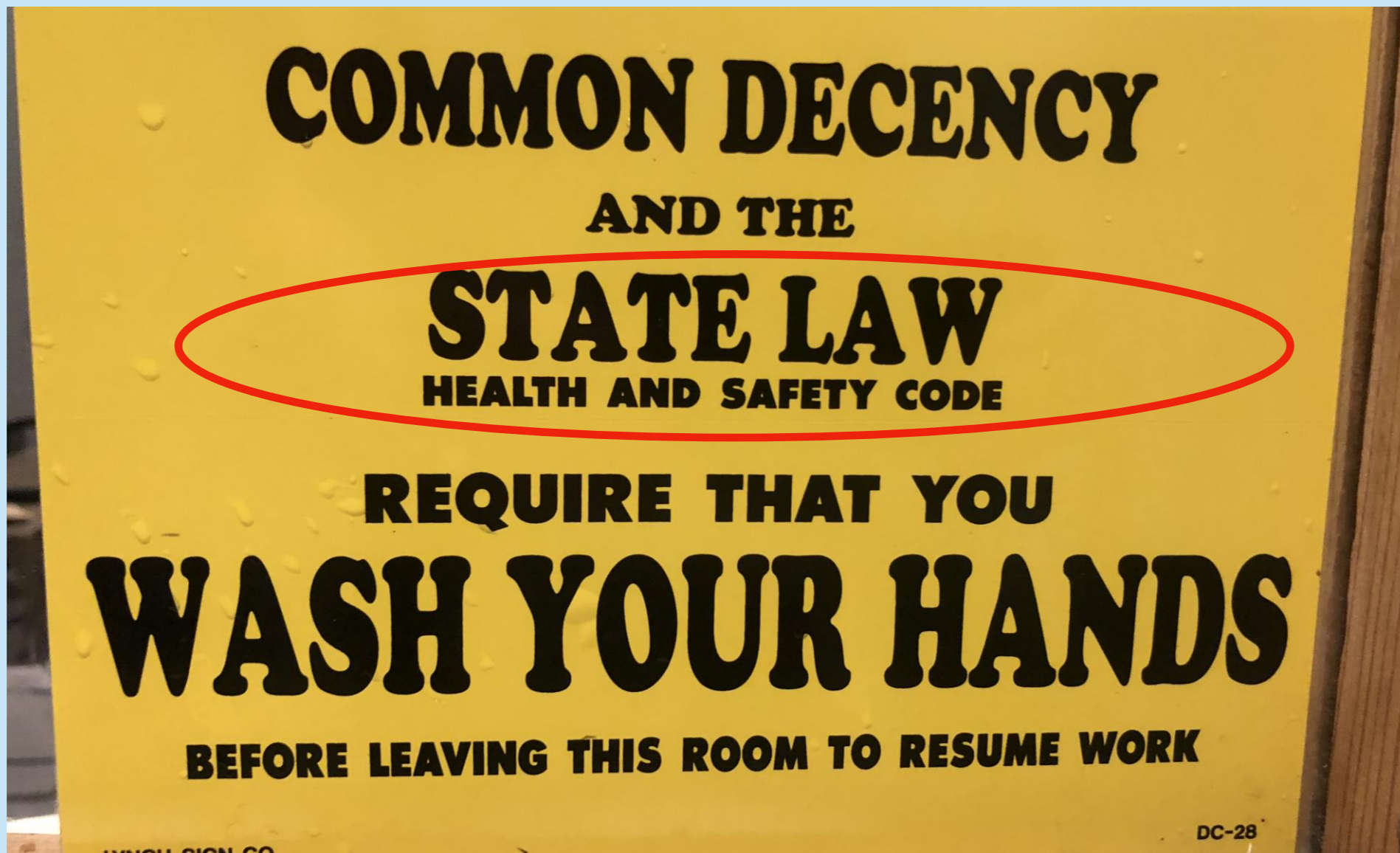
*Åse Zetterberg
Digitaliseringschef i Sverige*



**SO WHAT IS ETHICS
THEN?**

DOING THE RIGHT THING...

Even when no one is watching...

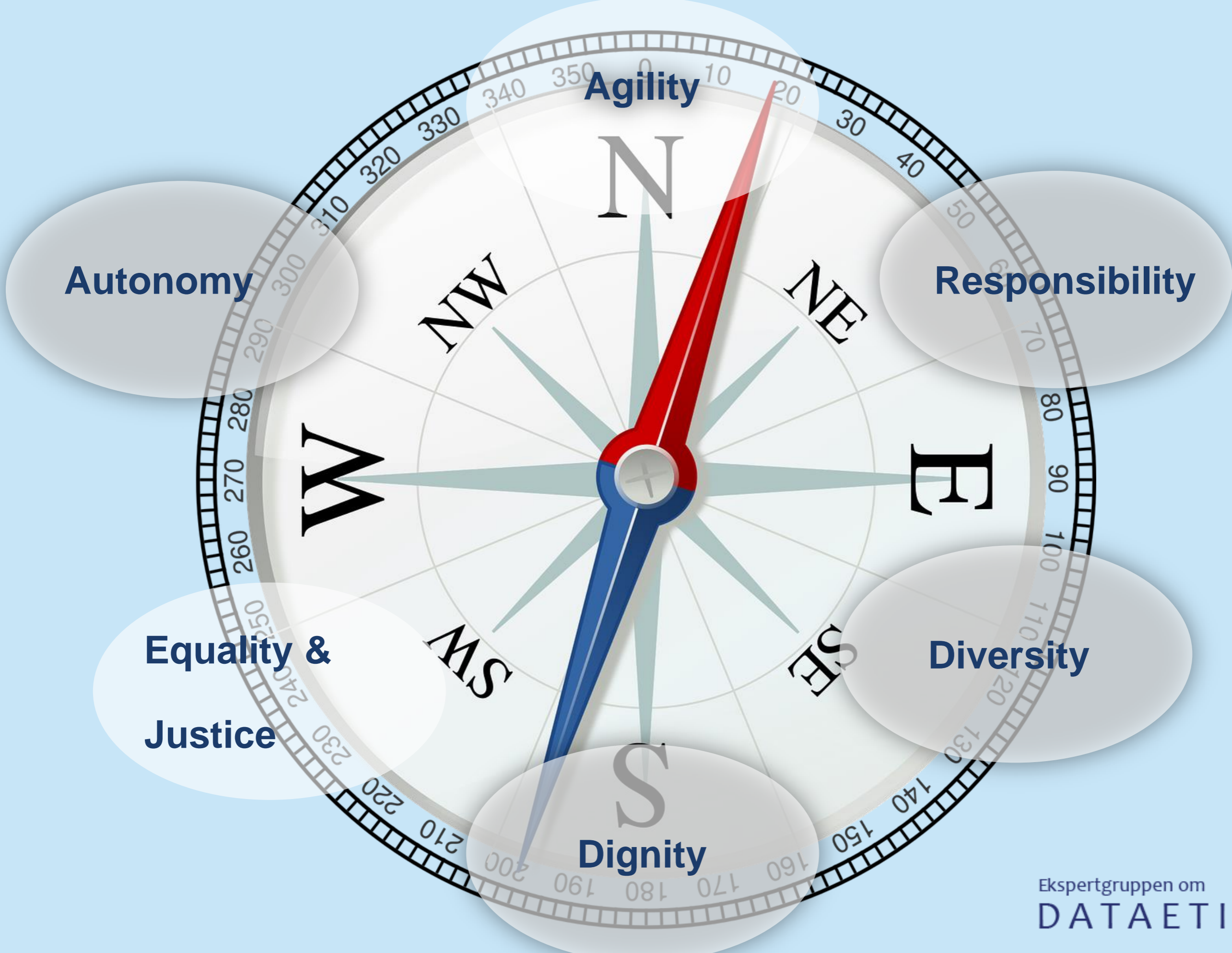


GDPR



Data ethics

**What kind of world do
we want to live in?
And which values
define this world?**



Autonomy

Agility

Responsibility

**Equality &
Justice**

Dignity

Diversity

**How does technology
help us achieve our
goals?**

Work principles

- INVOLVEMENT
- TRANSPARENCY
- DIVERSITY
- CHALLENGE

INITIATIVES

- Website
- Blog
- Social media activities
- Stakeholder meetings
- External speakers
- Research trips India and California
- National public out reach

Group meetings & public sessions





WHY SHOULD COMPANIES INVEST IN DATA ETHICS?



***“In 2018 it is no longer feasible
for a company to play catch up in
a competitive
marketplace around this issue”***

Sarah Roberts, Assistant Professor UCLA and Adviser to the US Congress

- TRUST AND RELATIONS
- COMPETITIVE ADVANTAGE
- PREPAREDNESS
- ATTRACTING AND RETAINING TALEN
- INVESTMENT PROFILE

**“Why would ethics
ever be a finished task in business?
It is an ongoing human project”**

*Shannon Vallor
Professor in philosophy of technology
Santa Clara University*

