Data Science
Ethical Considerations
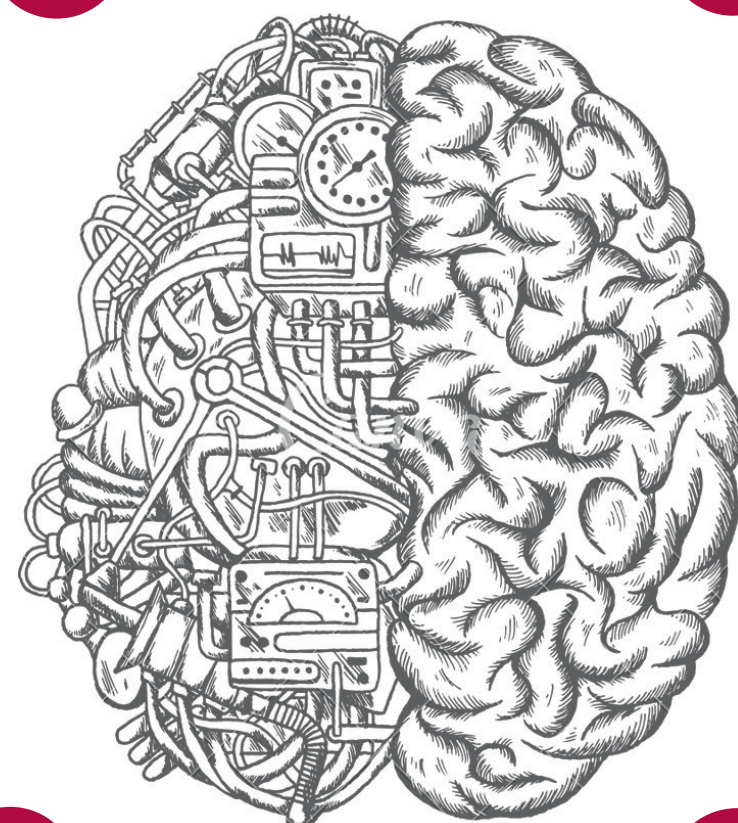
The Exposed Mind

More and more companies are earning money with our data. Often they know more about us than our family and best friends. We should start to ask ourselves how we value our personal information and what it is worth? What do we want to share with these companies and do we want to trust them? What happens if the companies start to connect the data?
What if the government decided to use it?

Telephone Provider

- Location
- Work location
- Vacations
- Family locations
- Movement patterns
- Phone behaviour

Social Networks

- Network of friends
- Relationships
- leisure time activities
- Private pictures
- Communication style

Xing

- Employers
- Education
- vita
- job profile

Search Engines

- Browsing behaviour
- Shopping preferences

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