

CLOUDERA

DATA ETHICS

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WHO AM I?

A **software developer**

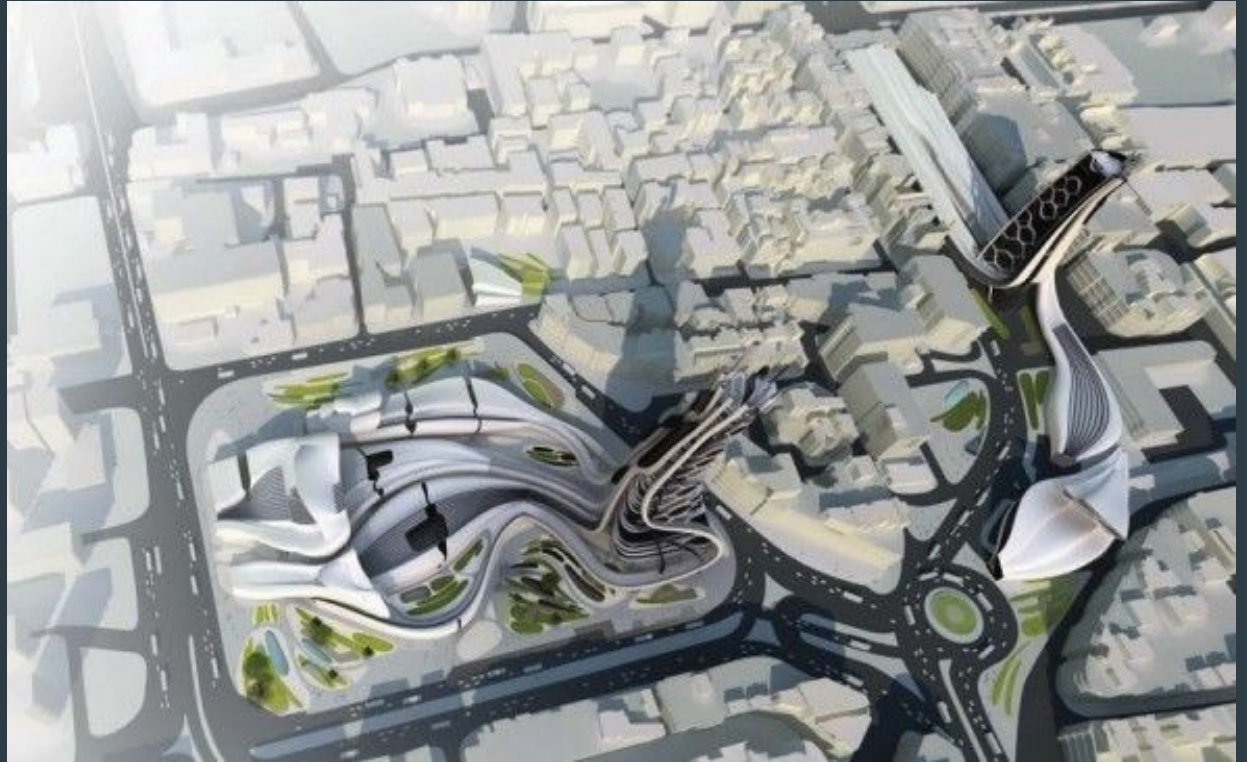
- Not an ethicist
- Not an AI expert
- Not a lawyer
- A concerned citizen



CONTEXT

Data drives change today

- Digital transformation
- Software eating world
- Across industries and government



PROBLEM

Software has ignored **ethics**, e.g.,

- Social networks
- AI systems



HISTORY

Technology has challenged society before, e.g.,

- Photographic rights
- Traffic
- Food safety



LESSON

Lasting **policies** are established in early years, via

- Legislation
- Self-regulation, e.g.,
 - Lawyers
 - FINRA
- Common decency



REQUIREMENT

Make **ethics** a first-class concern.

- A peer of
 - Cost
 - Usability
 - Reliability
 - etc.



TOOL

The **checklist**

- Better than an oath
- Pilots always use



CHECKS

Throughout **data lifecycle**

- Collection
 - bias, consent, ...
- Storage
 - security, sunset, ...
- Analysis
 - auditability, privacy, ...
- Deployment
 - drift, rollback, ...



SUMMARY

It's our **responsibility**

- Need to address it now
- Find checklist template
 - Customize & use it!
- Build responsible data-driven industries



THANK YOU

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