PM261
Data Ethics
Storyboard

Created by **Learning and Development**
2021

Learning outcomes

The controlling ideas to be repeated throughout:
Data Ethics is fundamental to how we operate as a Co-op. I know how to find information about how to process data ethically and I feel confident in doing so.

Think What do we want the learners to know, understand and be able to articulate?	**Feel** How do we want learners to feel after completing this module?	**Do** What behaviours do we want learners to change/adapt?
To be able to articulate: • What we mean by Data Ethics • The link between ethical data handling and our values and vision as a Co-op • Their responsibilities in relation to ethical data handling • How to challenge and escalate issues relating to ethical data handling • How to find the	More confident in making decisions about Data Ethics More confident in raising and challenging potential and actual ethical data issues	To handle our data in an ethical fashion by • Making conscious decisions relating to data ethics considering both the ethics of data use and the potential for bias within that data • Using the Data Ethics Canvas to support decision making • Processing data not only in line with regulation but in line with our ethics as a Co-op

Content

The controlling ideas to be repeated throughout:
Data Ethics is fundamental to how we operate as a Co-op. I know how to find information about how to process data ethically and I feel confident in doing so.

Scene / Section	Content overview	Notes
1	Introduction –Why Data Ethics?	Simple animation explaining Co-op's attitude to Data Ethics and how it relates to our ethical platform. Includes simple story about the 'why'
2	Why is it important?	Expanding on the importance of Data Ethics in the Co-op
3	Accountability	Principles taken from the Data Ethics policy
4	Openness	Principles taken from the Data Ethics policy
5	Respect	Principles taken from the Data Ethics policy
6	Trust	Principles taken from the Data Ethics policy
7	The Data Ethics canvas	Review of the canvas, how it works and why it's useful
8	Finding help	Who can help and how to contact them.

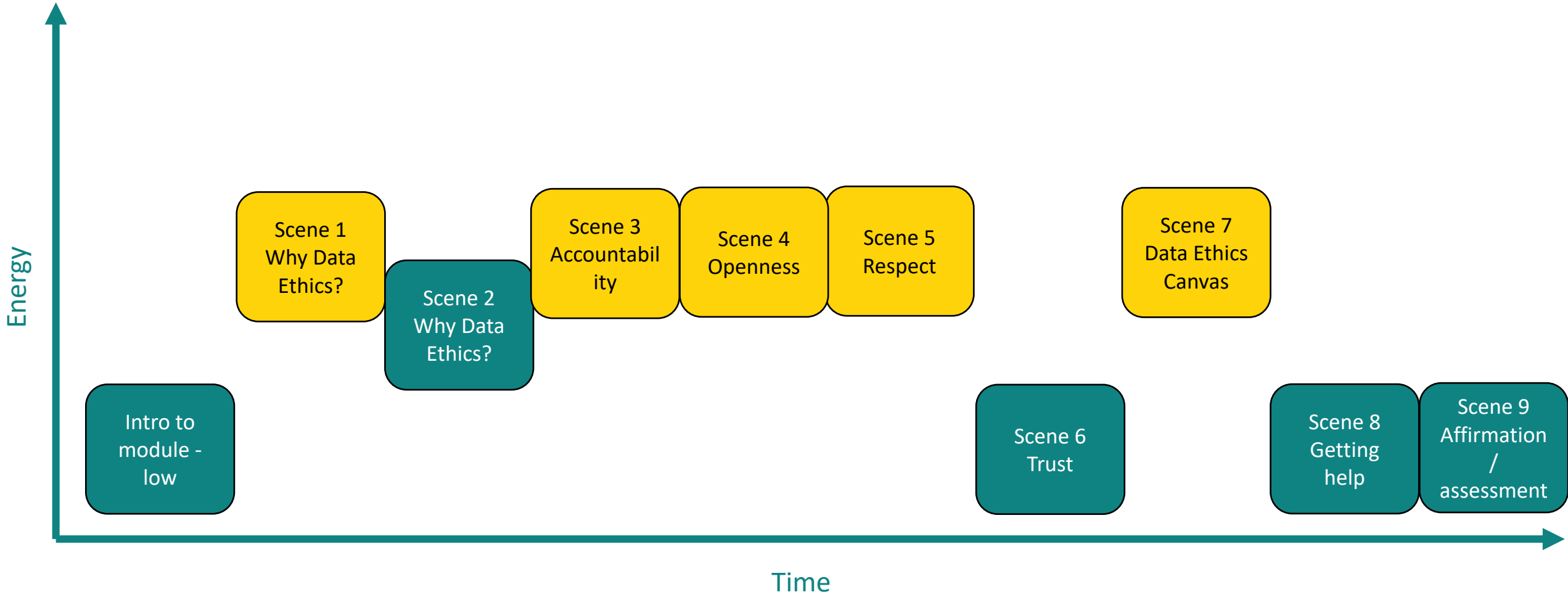
Theme

Clean simple, limited to simple photographic use – elements to be related to the theme but not literal translations.

If a theme is required, something about balance, finding that balance between doing the right thing and making our lives easier.

Not necessarily a high energy/high action module but reflective and informative with engaging examples to capture learner's imagination and thoughts.

Energy map


Energy
Time
Intro to module - low
Scene 1 Why Data Ethics?
Scene 2 Why Data Ethics?
Scene 3 Accountability
Scene 4 Openness
Scene 5 Respect
Scene 6 Trust
Scene 7 Data Ethics Canvas
Scene 8 Getting help
Scene 9 Affirmation / assessment

Intro to module

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

Welcome to your Co-op Data Ethics learning.

In this module, you'll learn about what we mean when we talk about Data Ethics, the principles behind it and how to use the tools available to you to support you.

Assets needed

Scene 1a - Video – Why Data Ethics?

What will the learner see?

What's happening here?

Introducing the concepts of data ethics, what it means and how it relates to our Co-op's ethical standards

Content / **Script** / *Instruction*

We use and generate a lot of data at our Co-op. A lot.

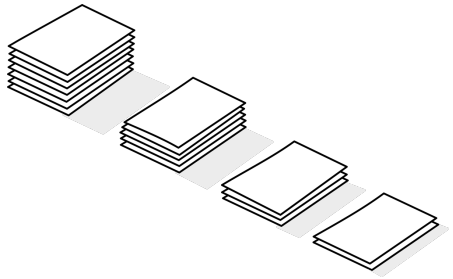
From Guardian to MyHR, our membership, insurance details, all those receipts, stock records, - every day, every hour, every second - the data just keeps on coming!

Assets needed

Clean and simple animation of someone getting presented with data - one item at a time in line with the data listed – speeding up until there's almost a feeling of being too much!

Scene 1b - Video – Why Data Ethics?

What will the learner see?



What's happening here?

Content / **Script** / *Instruction*

We all know about our responsibilities under GDPR and our Co-op's policies. That we can't share personally identifiable information with anyone who is not supposed to see it. That we shouldn't share commercially sensitive information under Competition Law.

But how often do we stop to think beyond our responsibilities under the law?

Assets needed

Show the same person putting that data into an order into piles.

Then pausing to think about those responsibilities outside the law.

Scene 1c - Video – Why Data Ethics?

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

Co-op have made a clear social commitment, we aim to provide products and services that deliver value ethically. And everyone that we interact with from employees to customers, to the general public expects us to live up to that ethical standard. Our reputation, brand and image rely on that promise that we have made.

Assets needed

Something to show the commitment that Co-op have made to ethic practice

Scene 1d - Video – Why Data Ethics?

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

Data ethics puts the impact of the data we collect and process at the centre of the decisions we make relating to data, whether we are collecting, analysing or sharing it. Combining good practice in computing techniques, ethics and information security, the ethical use of data is something which we should strive for, every day.

Assets needed

Show the same person putting that data into an order into piles.

Then pausing to think about those responsibilities outside the law.

Scene 2 – Why Data Ethics?

What will the learner see?

What's happening here?

Outlining a relevant and relatable story about how data can lead companies to make mistakes to help learners make the link between porting data and these mistakes – and that those mistakes might be construed as bias.

Content / **Script** / *Instruction*

Co-op and the ethical treatment of data go hand in hand.

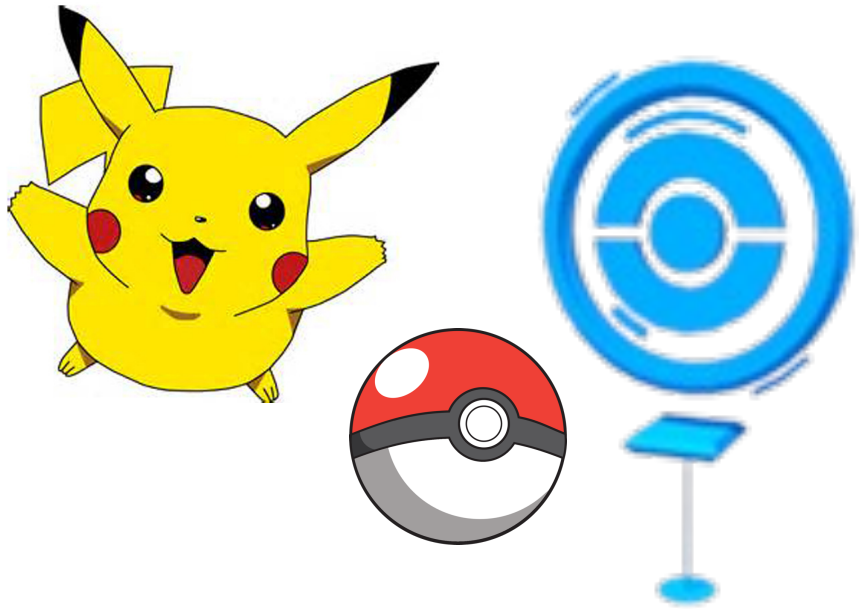
You might think that you already follow the rules, you clean your data, you even inspect it for potential bias. So, what could go wrong?

Let's look at an example of data ethics in action:

Assets needed

Scene 2 – Why Data Ethics?

What will the learner see?



Assets needed

Something like a pokestop (the blue thing) to accompany this story.

What's happening here?

Outlining a relevant and relatable story about how data can lead companies to make mistakes to help learners make the link between porting data and these mistakes – and that those mistakes might be construed as bias.

Content / **Script** / *Instruction*

Launched in 2016, the initial release or PokemonGo made many felt excluded. Pokemon Go uses mobile devices with GPS to locate, capture, train, and battle virtual creatures, called Pokémon, which appear as if they are in the player's real-world location.

Many areas didn't have a fair proportion of Poke-Stops (locations which players must physically visit) and these appeared to be lower-income and predominantly ethnic minority neighbourhoods.

Investigations found that PokeStops had been crowdsourced from a previous game called 'Ingress' which was primarily played by people from white and higher-income neighbourhoods This limitation in the data led to accusations of bias, even though the data was not personal data.

Scene 3a – Accountability

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

Whose responsibility is it to make sure that data is processed ethically? [click to reveal]

Anyone who uses and processes any data must do so in line with the Co-op's code of conduct, ethical policies, and the relevant legislation.

Everyone across the business should take accountability for the data that they use, and only use it for the purpose that was agreed when it was disclosed or collected.

[HIGHLIGHT]
Always ask yourself:
'Would I be happy for my data to be used in this way?'
If the answer to this simple question is 'No', then stop.
{/HIGHLIGHT]

Click <here> to read an example.

Assets needed

Scene 3b – Accountability [optional]

What will the learner see?

Assets needed

What's happening here?

Content / **Script** / *Instruction*

In 2014, the ticket holders for the Parklife festival all received a text message as part of a marketing campaign.

The messages showed up in people's phones as being from 'Mum' and said: "Some of the Parklife after parties have already sold out. If your going, make sure your home for breakfast!." (sic)

One teenager, who received the message three years after the death of her mother, said she burst into tears. Altogether, 76 people complained.

The ICO fined Parklife Manchester Ltd £70,000 for breaching regulations because the identity of the person behind the text it was "disguised or concealed". Head of ICO enforcement, Steve Eckersley, added: "This was a poorly thought out piece of marketing that … didn't consider the impact that their actions would have on the privacy of individuals. It made some people very upset in an attempt to sell tickets to a club night. "

What might have happened if one person spoke up and pointed out that it might have upset people who had lost a parent?

Scene 4a – Openness

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

At the Co-op we aim to work in the open and communicate clearly and honestly about what we do, whilst protecting the confidentiality of any sensitive data

When using data, **everyone** involved should know what it can be used for and be able to explain it if needed, including any use of AI (Artificial Intelligence) in decision-making algorithms.

Where possible, appropriate and lawful, we should share data openly to benefit wider society and support organisations wanting to 'do good' with data.

Everyone across the business should consider if the details of the way data is being used were out in the public eye, how would the Co-op be viewed? Would this be favourable?

Click <here> to read an example.

Assets needed

Scene 4b – Openness [optional]

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

The COVID symptom tracker produced by Zoe in the UK, had over 4 million participants, making it one of the largest studies of its type.

Data from the UK was shared with partners, including King's College London, Guys & St Thomas' Hospitals, the NHS, Harvard, and Stanford.

Data from the research:

- identified emerging symptoms, including the changes in symptoms following vaccination
- measured COVID incidences across the country
- obtained and shared data directly about vaccine side-effects to reassure the general public
- helped guide government responses across the globe

Assets needed

Scene 5a – Respect

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

When writing a use case, you should think carefully about whether it could positively or negatively impact an individual, community or wider society – especially if it positively or negatively discriminates against an individual's gender, race, age or any other protected characteristic.

Data teams can produce compelling insights about people, but those same insights can be used to unfairly limit an individual's possibilities. We need to make sure that not only are we using data in a lawful way, but it also doesn't pose a threat to the moral and ethical rights of an individual.

When using data, it must be for a specific purpose, and this purpose should balance the benefit to the Co-op and communities against the opportunities and potential impact to an individual.

Click <here> to read an example.

Assets needed

Scene 5b – Respect [optional]

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

In 2018, a Google image search for "idiot" turned up pictures of Donald Trump – and it was suggested that Google had intentional bias.

It started as a number of news articles referring to Trump as an 'idiot' or perhaps even more bizarrely, articles that discount the label, such as CNN's 'Begala: Donald Trump Is No Idiot', which helped to push images of Trump near the top. In the end, the biggest reason that Trump appeared throughout the search result was because people were writing about him appearing there – the information being fed to the algorithm influences the algorithm's output until it becomes a self-fulfilling prophecy.

When we think about the biases inherent in the world, for example, the gender and race imbalance in the Executive boards of the FTSE500, it's not really surprising that when searching 'CEO' the overwhelming results are biased towards what is currently the reality. What we put into the system, is what we see coming out of the other end.

It's not illegal but it is arguably unethical. Ultimately, we are responsible for countering these imbalances through the way we handle and process data.

Assets needed

Scene 6a – Trust

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

It is important to engage with individuals to test what trust means to them in the context of data use. Members should be consulted on this periodically, by the Data and Loyalty team on behalf of the business, for example by running surveys on Co-op's membership 'Join In' platform.

It is the responsibility of **everyone** to ensure that any potential bias within the data is known and understood, to prevent unintended consequences of any bias undermining trust in how we are using data.

Where data is used that is potentially biased, it is the responsibility of the business to document how the data was collected and ensure that the downstream users are aware of this bias.

Click <here> to read an example.

Assets needed

Scene 6b – Trust [optional]

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

Ibrahim Diallo was eight months into a three-year contract with a big company when its systems abruptly decided that he was fired: first it told his recruiter that he'd been let go, then it stopped accepting his pass for the parking and the turnstyles, then his logins stopped working, and at each turn, his supervisor, and that person's boss, and the HR people, were at a loss to explain or reverse the steady, automated disappearance of Ibrahim from the company.

His ex-boss had basically stopped doing anything, including ticking the box that said that Ibrahim's contract was still in force, and this missed step triggered the automated, irreversible, algorithmic termination process, which relentlessly discontinued all of Ibrahim's company access – a fully automated process that ensured that ex-employees weren't accidentally left with ongoing access to sensitive systems and data.

It shows that sometimes, leaving decisions up to a fully automated process without making sure there's a fail-safe isn't necessarily the right thing.

Assets needed

Scene 7 – The data ethics canvas

What will the learner see?

Assets needed

Copy of the ODI Data Ethics Canvas – if at all possible can we make it expandable so that people can look at it for themselves?

What's happening here?

Content / **Script** / *Instruction*

Within the Data teams, we use the Open Data Institute's tool for exploring the ethics of data processing and use, called the Data Ethics Canvas.

By examining each area of a use case in turn, the canvas often prompts ways of thinking about the data set or use which highlight issues about our principles of Accountability, Openness, Respect, and Trust.

It's important to ask and discuss each of the questions in each segment, even if the answers are similar or apparently obvious. It's also useful to do this with a group of people, perhaps even with some who don't have have a connection to the project.

The more diverse your team, the more likely it is that someone will spot a potential problem before it becomes a real issue that could cost the Co-op its reputation, or business.

Scene 8 – Finding support

What will the learner see?

What's happening here?

Content / **Script** / *Instruction*

We want you to raise any concerns that you might have about how we are processing and using data, as well as feel able to ask for support and guidance when you might need it.

For policies and standards across all risk categories: Enterprise Risk Management
For further information on how the Co-op manages the Brand & Ethics risks please refer to the Brand, Reputation and Ethical Risk Policy and Control Standard, and the Ethical Decision Making Tool.

For definitions of data terms, see the Enterprise Data Glossary

Assets needed

Data Governance and Management
Policies, Control Standards and Guidance

Data Protection
Policies, Control Standards and Guidance

Information Security
Policies, Control Standards and Guidance

Data Governance and Management SharePoint site

Email: DataGovernance@coop.co.uk
Data Protection SharePoint site

Email: DataProtection@coop.co.uk
Information Security SharePoint site

Email: AskInformationSecurity@coop.co.uk

Stakeholder sign off

This is to confirm that the content in this document is factually correct and in-line with the agreed proposal.

Signed of for…	Date	Name	Happy to sign off y/n	Comments above and beyond what has been noted in the comments tab.
Stakeholder – ER Services lead		Jayne		
Stakeholder – Programme lead		Laura		
SME sign off for content		Clare		
Wider stakeholder group sign off e.g. Claudia for inclusivity				

Peer sign off

This is to confirm that the content in this document is factually correct and in-line with the agreed proposal.

Signed of for…	Date	Name	Happy to sign off y/n	Comments above and beyond what has been noted in the comments tab.
Spelling and grammar / TOV / diversity and inclusion		LXD -		
Purpose - Controlling idea and learner theory (highlighted in green throughout)		LXD -		
Slick/Simple – is it designed for ease of use? Does it flow?		LXD -		
Fun – is it engaging/ innovative?		LXD -		
Relevant - Is the content level right for the learner?		LXD –		
Studio instruction – is this fit for purpose?		LCD -		