

# BUSINESS DATA ETHICS

## *Emerging Trends in the Governance of Advanced Analytics and AI*

### INVASION OF PRIVACY

Companies can use **advanced analytics** to **take seemingly innocuous surface data** about people and **infer highly sensitive information** from it with high levels of accuracy.



### BIAS AGAINST PROTECTED CLASSES

**Algorithms and models can disfavor protected classes**

where protected class status (race, gender, religion, etc.) is expressly included in the data set, or where facially neutral training data, shaped by past bias, produces algorithms or models that have **negative disparate impacts on protected classes**.



### ERROR

**Inaccurate data**  
or faulty algorithms can produce  
**erroneous predictions.**



### MANIPULATION OF VULNERABILITIES

Data scientists can employ **advanced analytics** to **infer people's vulnerabilities.**

This can allow bad actors to manipulate, or even exploit, these individuals.



### INCREASED POWER IMBALANCES

Businesses can use advanced analytics to achieve

**highly accurate insights into their customers** and so **build their advantage over them.**



### OPACITY AND PROCEDURAL UNFAIRNESS

Most people lack an understanding of and opportunities to challenge the

**corporate algorithmic determinations that can shape their life opportunities.**



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#### DISPLACEMENT OF LABOR

Advanced analytics facilitates increased automation which, in turn, can  
**displace human labor.**



#### PRESSURE TO CONFORM

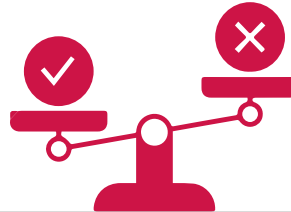
Individuals may feel pressure to  
**conform to behaviors  
that they think will  
please the algorithmic  
decision-maker.**



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#### INTENTIONAL, HARMFUL USE

Companies can produce analytic tools that their  
**customers may utilize for  
morally problematic ends.**



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