In-class Exercise for Week 13: Information Privacy and Security

**Step 1: Individual (10 minutes)**

Think of two pieces of data that you work with at your company (or have worked with at a company in the past) that can be linked back to an individual. It could be customer data, vendor data, employee data, patient data, or something else.

Individually, make some notes and address the following questions:

1. What information and/or knowledge could be derived from using that data, either by itself or in conjunction with other data?
2. What other data is necessary to produce meaningful information from that personal data?
3. Would any of that information and/or knowledge resulting from the data surprise the person with whom the data is associated?
4. Rate the sensitivity of each piece of data. What are the potential risks to the individual? To the organization collecting the data? Are there other criteria for evaluating the sensitivity of the data?

**Step 2: Group (15 minutes)**

In groups, discuss each of the group member’s examples.

Now think about the advice given in the Davenport and Harris article “The Dark Side of Customer Analytics” and MacArthur’s essay “Why I’m releasing my genetic data online.” Address the following questions:

1. Should you disclose that you are collecting the data? What legal and social responsibilities do you have to disclose its potential uses, if any?
2. How would you persuade the individuals that collecting the data were in their best interest?
3. How would you persuade senior management of the organization that collecting the data was in their best interest (i.e., the value proposition and whether it’s worth the associated risks)?

**Step 3: Class Discussion (15 minutes)**

We’ll discuss your answers to the questions, focusing the questions in Step 2.