Ethics Consultancy for Digital Technologies

what can tech industry learn from ethics?

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Where Does Ethics Enter the Game?

- When marketing products to vulnerable populations,
- When post-truth becomes indistinguishable from truth,
- When privacy becomes a central issue,

How Does Ethics Solve These Problems?

These issues are solvable using ethical tools without compromising the business dynamics:

- When marketing products to any vulnerable population,
  Give access to a parent or guardian, tell that to the user.

- When post-truth becomes indistinguishable from truth,
  Tag disputable information to encourage the user to check for herself.

- When privacy becomes a central issue,
  Remember, most people do not mind trading their privacy to have a free access to the app/software.

Rules of ethics do not change from one field of application to another. Ethical guidelines that apply to computers are the same that apply to central ethical issues, such as abortion or death.

It is time to take advantage of this immense literature and culture.

In computer science, ethics becomes central in security, privacy, marketing, software development and product design.

The critical point is to achieve this without sacrificing business decisions.

Notice that, considering ethics as a parameter in software engineering is an important to step to mitigate risks in business.

There are certain advantages.

- More credibility to your product
- Better risk mitigation
- Higher competitiveness
- A new way of computing – a progressive one

Who am I?

I have the experience in expertise in using ethics to understand and evaluate problems in computer science and software development.

I am a trained computer scientist with a doctorate and a philosophical logician with a long and international academic career.

My Approach

My approach is *pluralistic*: I believe there exist more than one ethics. Let us find the one that works for you.

My approach is *analytical*: I carefully analyse the situation and offer concrete solutions with mathematical precision.

My approach is *policy-based*: I work with your business strategy to develop the best ethical solutions.

Don't

Don't be the next Cambridge Analytica!

Thank you!

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