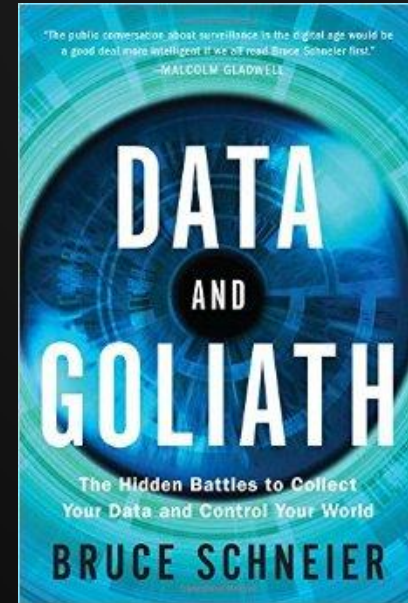


# Chapter 8: Commercial Fairness and Equality & Chapter 9: Business Competitiveness

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# Corporate Surveillance

- Considerable risks to society in allowing corporate surveillance
  - Enables government surveillance
  - Easy to mishandle and misuse our data
  - Contributes to offences against civil liberties, social progress and freedom.
- E.g. in US, a debt collection agency Accretive Health had access to patient data that it used for scheduling treatment and harassing patients for money in emergency rooms.

# Surveillance Based Discrimination



- Companies use surveillance data to discriminate, i.e. they place people into different categories when marketing goods and services to maximize profits.
  - Weblining = discrimination based on our digital selves: browsing history, social networks, OS etc.
  - Price discrimination, legal and illegal
- Harms may arise if data is misinterpreted (e.g. credit ratings), also chilling effects are possible.

# Surveillance Based Manipulation



- Companies, such as Facebook and Google, have the power to filter/select
  - opinions you see → manipulating public opinion, reinforcing your own opinions (“filter bubble”)
  - products advertised to you (e.g. paid search results)
- In politics, use of surveillance data in targeted campaign ads can induce potential effects on voting and democracy.



# Privacy Breaches

- Corporate security seems generally bad:
  - Databases are regularly hacked to commit frauds.
  - Sometimes data can be even legally purchased.
- Cybercrime is big business, organized and international
- It's not always about money: sextortion, remote spying
- You often have no recourse if your legitimately collected data is stolen.

# Effects of Surveillance on Business



- Due to government surveillance
  - people are fleeing US cloud providers
  - people are not buying US computer/networking equipment
  - people are not trusting US companies
- People are more willing to pay for privacy in products → many companies are advertising protection from government surveillance.
- Companies are hiring chief privacy officers to take care of customer and user data.



# Questions to think about

- What kind of corporate discrimination have you encountered online/IRL?
- Do you feel like you're being manipulated by companies such as Facebook and Google?
- How much privacy features affect your decisions when buying computer/mobile products?