



This tool is good for gathering your team to articulate your ethical values as individuals and as a group in relation to your product development

Use this tool at the beginning of product development

Consider the list of ethical values from VIRTEU's fieldwork on communities of new connected technology developers in relation to your product.

As individuals, consider: which values do you strive to uphold in your product? Even if everything in the product "works", it is still important to ask what it is working towards. What are the ethical values that you hold dear, that ground your product? Put another way: would you quit your job or feel as though you've failed your mission if any of these ethical values were compromised?

Please identify the values important for you from the list below. Write them in order of priority on this sheet.

Your name: _____

Privacy

Safeguarding intimacy, identity, and physical integrity.

Data Protection

Providing users access to their collected data, giving them explanations about how personal information is used. Issues concerning the distinction between anonymous and personal data that could allow companies to avoid data protection but still have impacts on groups and individuals. Ensuring the rights to access, rectification, erasure (right to be forgotten) and to object with regard to personal data processed by means of IoT devices and facilitating data portability.

Dignity

Avoiding any forms of surveillance or invasive control over individuals using IoT devices. IoT devices shall not be used to collect unauthorised private information or to publicly disclose private facts.

Well-being

Increase individuals' well-being and fostering "IoT for good".

Non-discrimination

Preventing any forms of discrimination.

Autonomy

Safeguarding individual self-determination and freedom of expression.

Transparency

Providing access to information concerning personal data processing. Encouraging transparency about data operations, device usage and firmware and software upgrades.

Participation

Effectively engaging data subjects in data processing design. Promoting debate and dialogue (e.g. manifestos).

Accountability

Effectively addressing security and safety issues, adopting adequate risk prevention strategies and measures.

Interoperability

Promoting interoperability as one of the key values to create a trusted IoT ecosystem. Facilitating data portability, both for taking data out and in.

Safety & Security

Protecting users against any harm due to IoT devices (hardware and software security). Updatability of devices for security.

Responsibility

Strengthening algorithmic accountability/liability.

Openness & Shareability

Promoting open hardware and software with open source code.

Sustainability

Issues concerning the potential impact on social and environmental justice.

Inclusion and equality

Considering diversity and inclusion both in IoT development and with regard to users' experience.

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Your names: _____