

Roos de Jong
The Digital Ethicist

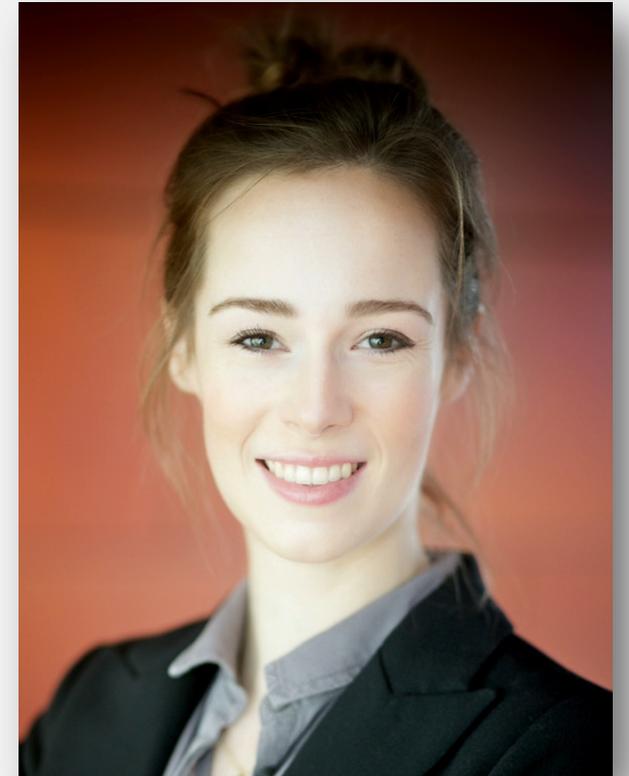
25 January 2022

About me

Digital Ethics @Deloitte

*“My aim is to help organisations develop and use digital technologies in a **thoughtful** way and for the better. It’s all about identifying and **embedding** ethical values.”*

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Roos de Jong

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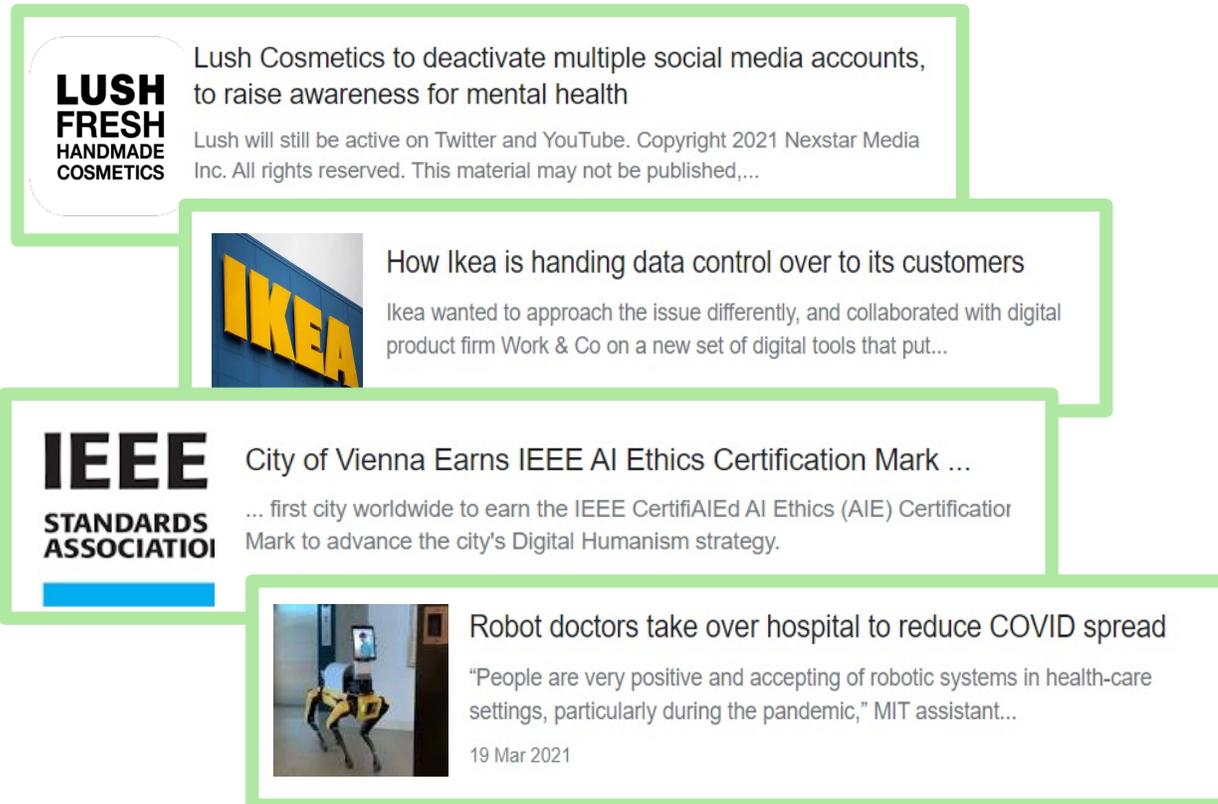
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The digital ethicist encourages reflection

Substantiating the opportunities of digital innovation

fame



LUSH FRESH
HANDMADE COSMETICS

Lush Cosmetics to deactivate multiple social media accounts, to raise awareness for mental health

Lush will still be active on Twitter and YouTube. Copyright 2021 Nexstar Media Inc. All rights reserved. This material may not be published,...

IEEA

How Ikea is handing data control over to its customers

Ikea wanted to approach the issue differently, and collaborated with digital product firm Work & Co on a new set of digital tools that put...

IEEE
STANDARDS ASSOCIATION

City of Vienna Earns IEEE AI Ethics Certification Mark ...

... first city worldwide to earn the IEEE CertifAIEd AI Ethics (AIE) Certification Mark to advance the city's Digital Humanism strategy.



Robot doctors take over hospital to reduce COVID spread

"People are very positive and accepting of robotic systems in health-care settings, particularly during the pandemic," MIT assistant...

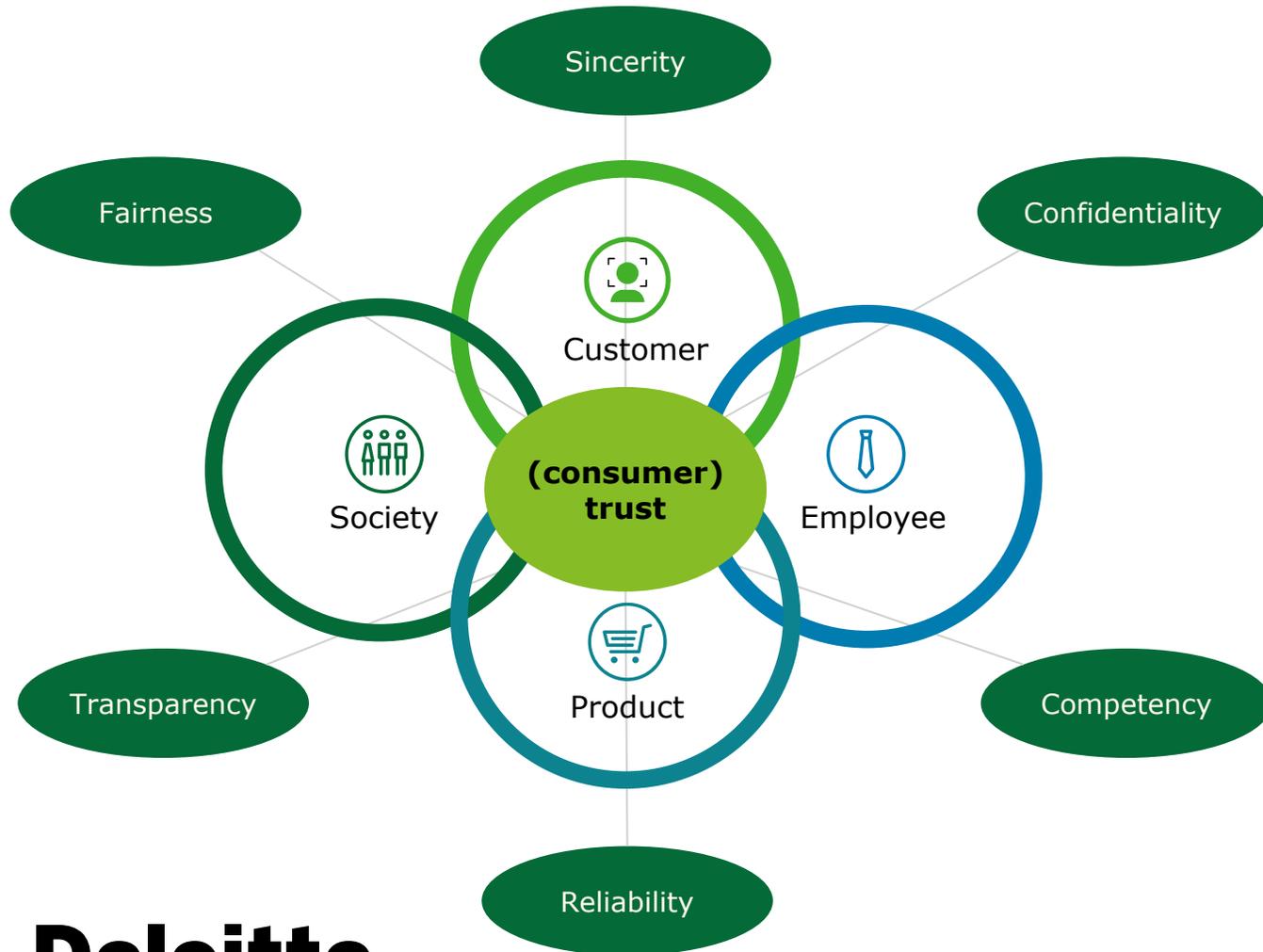
19 Mar 2021

Digital Ethics is not...

- A **'PR-thing'** which you address through a policy report on your corporate website
- **Reactive** set of actions aimed to prevent negative publicity

The digital ethicist connects

Learning from internal and external perspectives



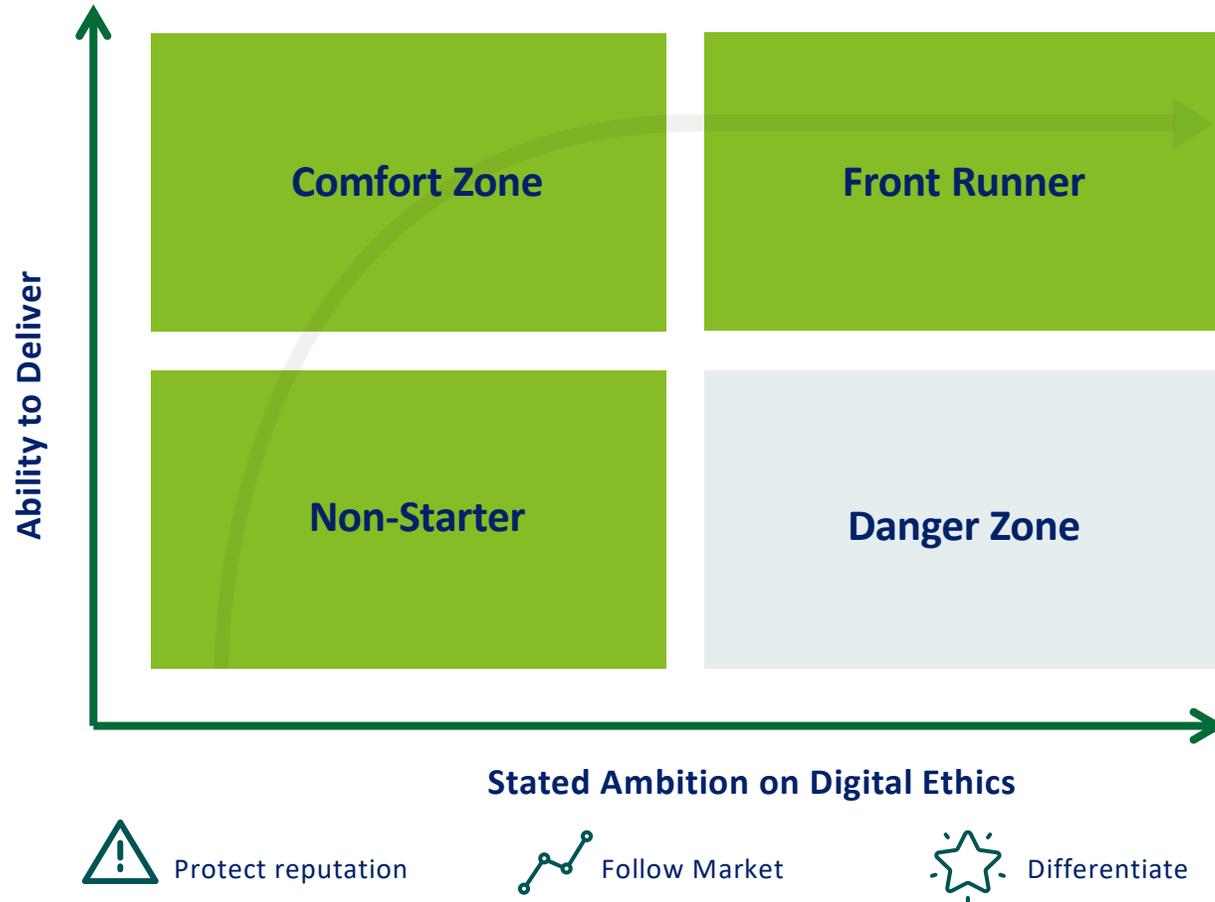
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Digital Ethics is about...

- being **accountable** for the outcomes of using and making digital technologies
- pro-actively identifying and incorporating **ethical norms & values** in the design of technologies and usage of data
- establishing **trust**

The digital ethicist translates

Determining ambitions and adjusting journeys



Be honest. Be ambitious...

1. Where do we place ourselves now?
2. What will society expect from us?
3. What is our aspired position?
4. What does that mean for our required competences?
5. What path should we take to get there?

The digital ethicist adapts

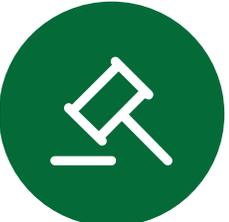
Considering the context and tailoring the approach



Technical



Individual



Societal



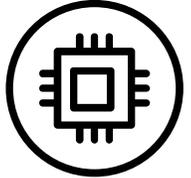
Organisational



Types of safeguards



Light
Guidelines
Voluntary



Medium
Advice
Voluntary/mandatory



High
Approval
Mandatory

The digital ethicists co-creates

Providing guidance on different levels



Types of solutions



The digital ethicist works together

Engaging all stakeholders to create responsible digital solutions



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Uncover values



Understand values



Mitigate risks

Deloitte.

Thank you!



*Let's connect and make
an impact that matters*



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Bart van Breda



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