

# Data Ethics Business Professional (DEBIZ)



## Online Course

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## Course Modules

### Ethical Principles

#### **1. Identify the key features of data privacy.**

- Privacy models
  - Comprehensive
  - Sectoral
  - Co-regulatory
  - Self-regulatory
- Privacy legislation and regulations
  - GDPR
  - HIPAA
- The ways that consent can be given
- Variability of proper consent based on location
- Issues/shortcomgs of individual self-managed consent paradigm
- Digital footprints
- Privacy by Design (PbD) foundational principles

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## **2. Understand the key elements of accountability.**

- Data governance frameworks
- Documentation of best practices
- Accuracy & integrity
- Individual and collective responsibility for maintaining existing values
- Audit types
- Risk assessments
- Data Protection Impact Assessments (DPIAs)
- Contractual best practices
- Understand broader professional responsibility in the collection
  - ACM Code of Professional Ethics
- Ethical design of technology
- Whistleblower policy
- Consideration for long term effects

## **3. Essential features & approaches to transparency & explainability.**

- Data transparency
- Notice about interaction with AI and decisions of AI
- Choice to ignore AI-based outcomes/be excluded from automated
- Secondary uses of data
- Explainability
- Right to information data interpretation and data labels
- Challenges of transparency and explainability



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## 4. Demonstrate an understanding of human-centered values

- Data models that prioritize human values
- Protected classes (variable by jurisdiction)
- Community involvement in decision-making
- Types of fairness
  - Procedural
  - Outcome
- Correlation vs. Causation
- Unmeasurable impacts that fall outside of metrics
- Social norms
- Group versus individual
- Statistical accuracy
- False positives and negatives
- Testing prior to deployment

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## Business Considerations

### **7. Identify the types of laws applicable to data.**

- Product liability laws
- Directors' duties
- Corporate structures
  - Partnerships
  - LLCs
  - Charities
- Anti-discrimination laws
- Legal basis
  - GDPR
- Notice
  - GDPR
  - BIPA
- Children's Code
- Alignment to AI principles of equity
- Key anti-discrimination legislation
  - Fair Credit Reporting Act
  - Title VII of Civil Rights Act
  - Human Rights Declaration



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## **8.Key implications of social and behavioural effects.**

- Disinformation and misinformation
- Nudging/Social Proofing
- Decision-making
- Social rating systems
- User profiling and matching algorithms

## **9.Responsible business practices that reinforce trustworthiness**

- Stakeholder management and communication strategies
- Types of stakeholders
- Internal
- External
- Data hygiene best practices
- Credibility and reliability

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## **10. Undrstd how the use of data can have a postv or negative**

- Talent attraction and retention
- Consumer loyalty and Net Promoter Score
- Imprvd investor & business partner relationships through ethics
- Brand enhancement through commitment to continuous data
- Reputation impact of data ethics



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## **11. How organizational values are embedded along the data value**

- Identify key values in a data-centric culture
- Understand how organizational values align to data ethics
- Decision-making in line with organizational values
- Applying ethical principles in business
- Ethical supply chain management

## **12. Explain the business case for ethically driven business data.**

- Benefits and harms of granular tracking and microtargeting
- Commercial justifications and advantages of acting ethically
- Value alignment
- The pace at which legislation lags technology innovation

## **13. Understanding of the connection between ethics to business .**

- Complex AI/data supply chains
- The use of data and AI internally
- Accountability
- Roles
- Responsibilities
- Automation and productivity
- Ethics training



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## **Identify ways in which data and AI can lead to discrimination**

### **15. indirectly.**

- Disparate impact
- Unintentional data discrimination
- Account for biases in data models
- Fairness above analytics

### **16. Identify the key aspects of safety & security in using data.**

- Data protection principles
- Data systems
- Cyber Security
- Impact on outputs
- Risk of harm
- Unauthorized disclosure/access
- Risk mitigation
- Theft of proprietary information and data
- Disinformation campaigns
- Adversarial machine learning



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## **17. Understand how AI and data science can lead to abnormal**

- Concept drift
- Human in the loop
- Detecting abnormal behaviors

## **18. Understand the important concepts of data surveillance**

- Online behavior tracking
- Internet-of-things and embedded computing
- Smart and mobile devices
- Biometric data
- Facial recognition software
- Smart home/smart city
- Hidden data exchange markets
- First-party, second-party, and third-party data
- Predictive analytics
- Employee surveillance

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