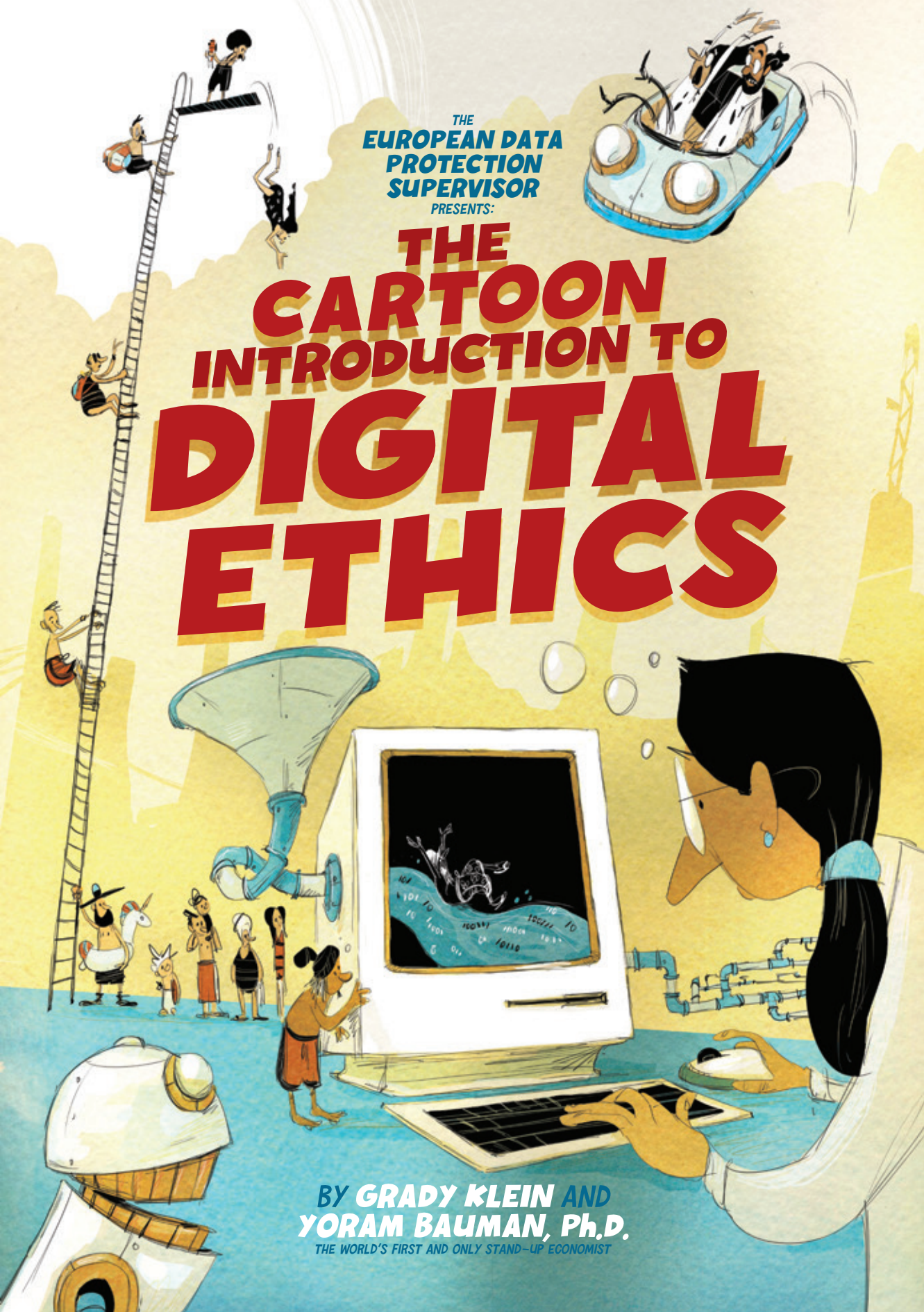

THE
EUROPEAN DATA
PROTECTION
SUPERVISOR
PRESENTS:
THE
CARTOON
INTRODUCTION TO
DIGITAL
ETHICS
BY GRADY KLEIN AND
YORAM BAUMAN, Ph.D.
THE WORLD'S FIRST AND ONLY STAND-UP ECONOMIST

PRINTED BY IMPRIMERIE CENTRALE IN LUXEMBOURG
LUXEMBOURG: PUBLICATIONS OFFICE OF THE EUROPEAN UNION, 2018

© EUROPEAN UNION, 2018

REPRODUCTION IS AUTHORISED PROVIDED THE SOURCE IS ACKNOWLEDGED.

PRINT ISBN 978-92-9242-136-6
DOI 10.2804/742494 QT-04-18-372-EN-C

PDF ISBN 978-92-9242-137-3
DOI 10.2804/534765 QT-04-18-372-EN-N

THE PDF VERSION OF THIS COMIC BOOK IS AVAILABLE AT https://edps.europa.eu

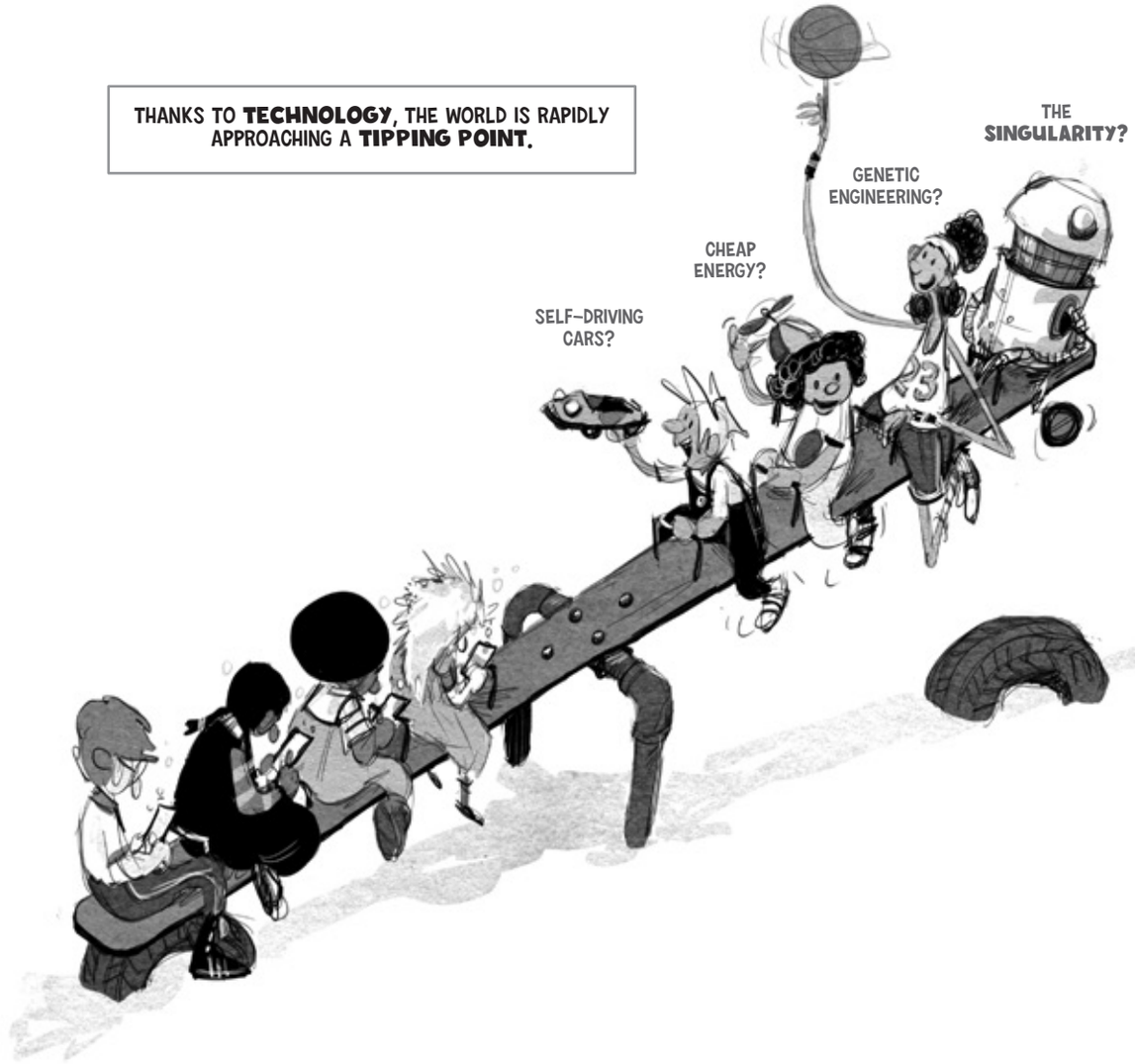


THE EUROPEAN DATA PROTECTION SUPERVISOR PRESENTS:

THE CARTOON INTRODUCTION TO DIGITAL ETHICS

BY GRADY KLEIN AND YORAM BAUMAN, Ph.D.
THE WORLD'S FIRST AND ONLY STAND-UP ECONOMIST

THANKS TO **TECHNOLOGY**, THE WORLD IS RAPIDLY APPROACHING A **TIPPING POINT.**



WE'RE APPROACHING THE POINT WHERE THE **INTERNET** KNOWS **MORE ABOUT US**...

THANKS TO BIG DATA, WE CAN NOT ONLY **FIND** A NEEDLE IN A HAYSTACK...

...WE CAN PINPOINT ITS **SHOPPING HABITS**, **SOCIAL NETWORK**, **HOBBIES**, AND MORE.

...THAN WE KNOW ABOUT **EACH OTHER.**

MY NEIGHBOR IS INTO **THAT?**

PRETTY SOON THE INTERNET MAY KNOW **MORE ABOUT US** THAN WE KNOW ABOUT **OURSELVES!**

I'M INTO **THAT?**

IN THIS NEW REALITY, IT WILL BE IMPORTANT TO TREAT EACH OTHER WITH **RESPECT AND DIGNITY**...

$@$^&@ **YOU!!**

DON'T LET YOUR RESPECT GET **LOST IN THE CLOUD.**

...AND OF COURSE WE WANT OUR **MACHINES** TO TREAT US WITH **RESPECT AND DIGNITY, TOO.**

DON'T BLAME **US.**

WE'RE JUST OBEYING INSTRUCTIONS.

TURNS OUT A LITTLE **MACHINE LEARNING** CAN BE A DANGEROUS THING.

ONE WAY TO HELP MAKE THAT HAPPEN IS TO UPGRADE SOME **OLD-SCHOOL THINKING FROM THE REAL WORLD.**

I **TWEET**, THEREFORE I **AM.**

THE JOURNEY OF A THOUSAND MILES BEGINS WITH A SINGLE **TWO-STEP VERIFICATION.**

IN REAL LIFE, WE HAVE **LAWS** TO HELP GUIDE OUR BEHAVIOR...

NO LITTERING.
NO JAYWALKING.
NO STEALING.
NO HARASSING LITTLE OLD LADIES.

...AND THOSE LAWS GO HAND IN HAND WITH **ETHICS AND NORMS.**

FOLLOW THE **GOLDEN RULE**:

DO UNTO OTHERS AS YOU WOULD HAVE OTHERS DO UNTO YOU.

IN FACT, IT'S EASIER TO IMAGINE A PROSPEROUS SOCIETY WITH **ETHICS BUT NO LAWS...**

OUR TOWN IS TOO SMALL TO HAVE A SHERIFF...

...SO WE ALL **TAKE RESPONSIBILITY** AND CARE FOR EACH OTHER.

...THAN ONE WITH **LAWS BUT NO ETHICS.**

THE GOLDEN RULE IS THAT **I'VE** GOT THE GOLD, SO I MAKE THE RULES!

NOW THAT SO MUCH OF LIFE IS **MOVING ONLINE...**

I CAN **WORK** AND **SHOP** AND **PLAY** AND NEVER LEAVE MY COUCH!

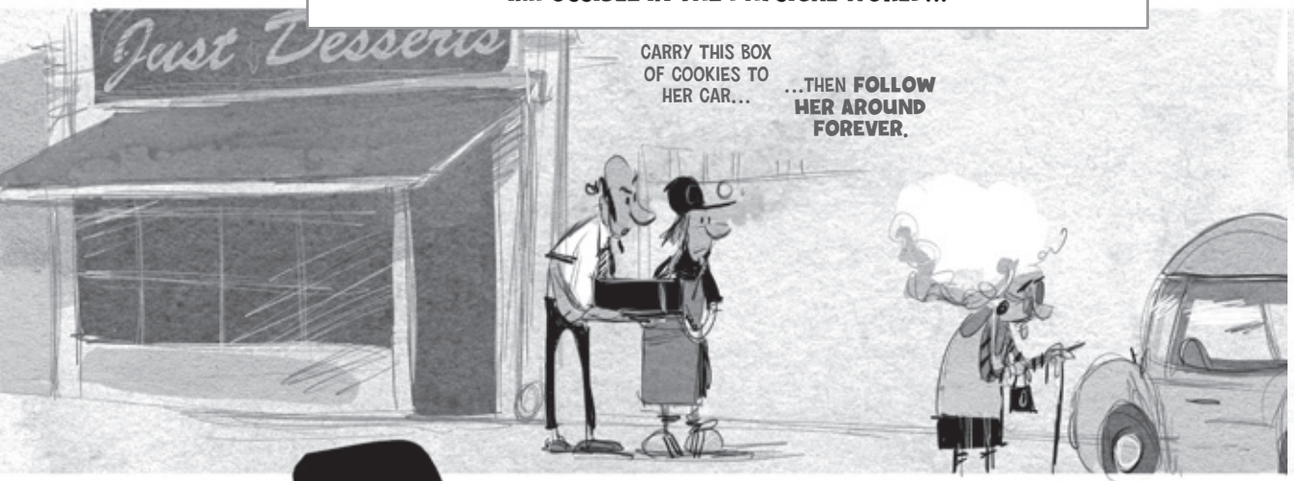
YEAH, WHO NEEDS **REAL LIFE?**

...OUR **ETHICAL PRINCIPLES** ALSO NEED TO MOVE ONLINE...

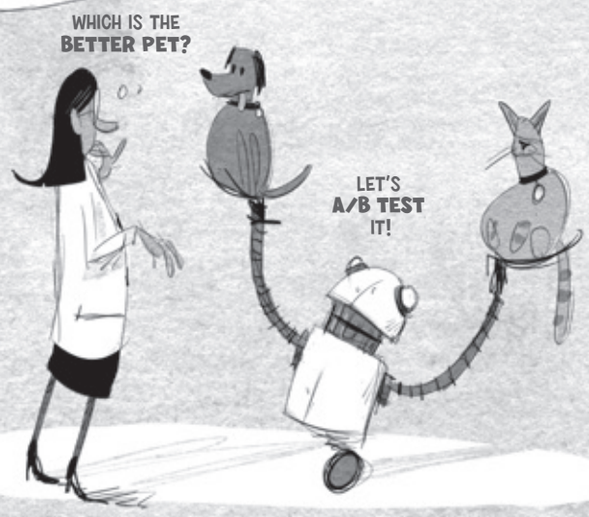
...TO BECOME **DIGITAL ETHICS.**

0100010001101111 UNTO OTHERS AS YOU WOULD HAVE OTHERS **0110010001101111** UNTO YOU!

DIGITAL ETHICS IS ESPECIALLY IMPORTANT BECAUSE THINGS THAT ARE **IMPOSSIBLE IN THE PHYSICAL WORLD...**

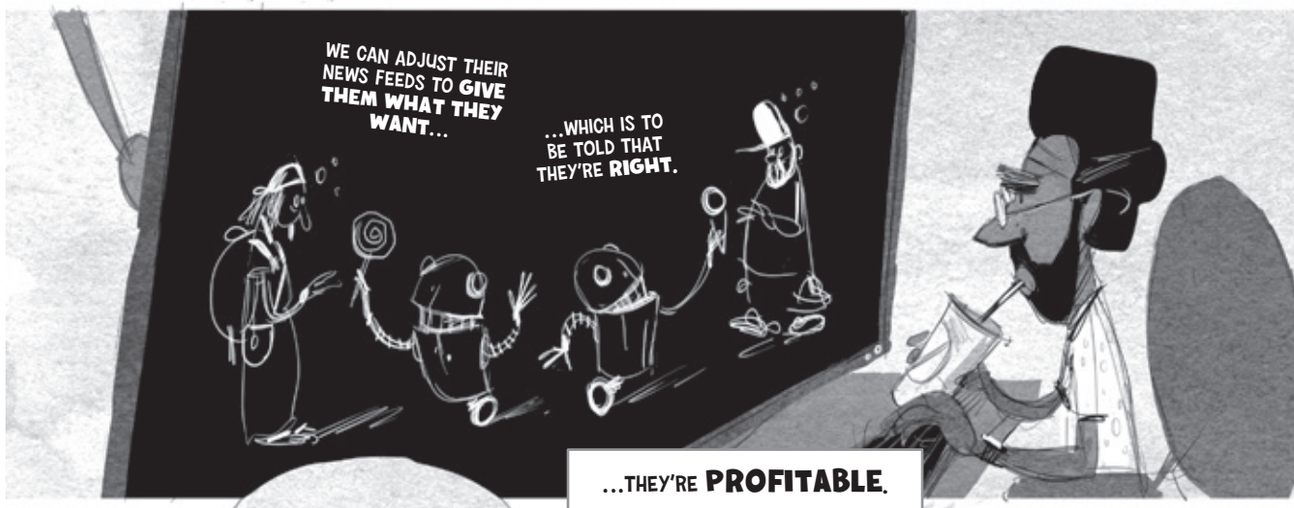




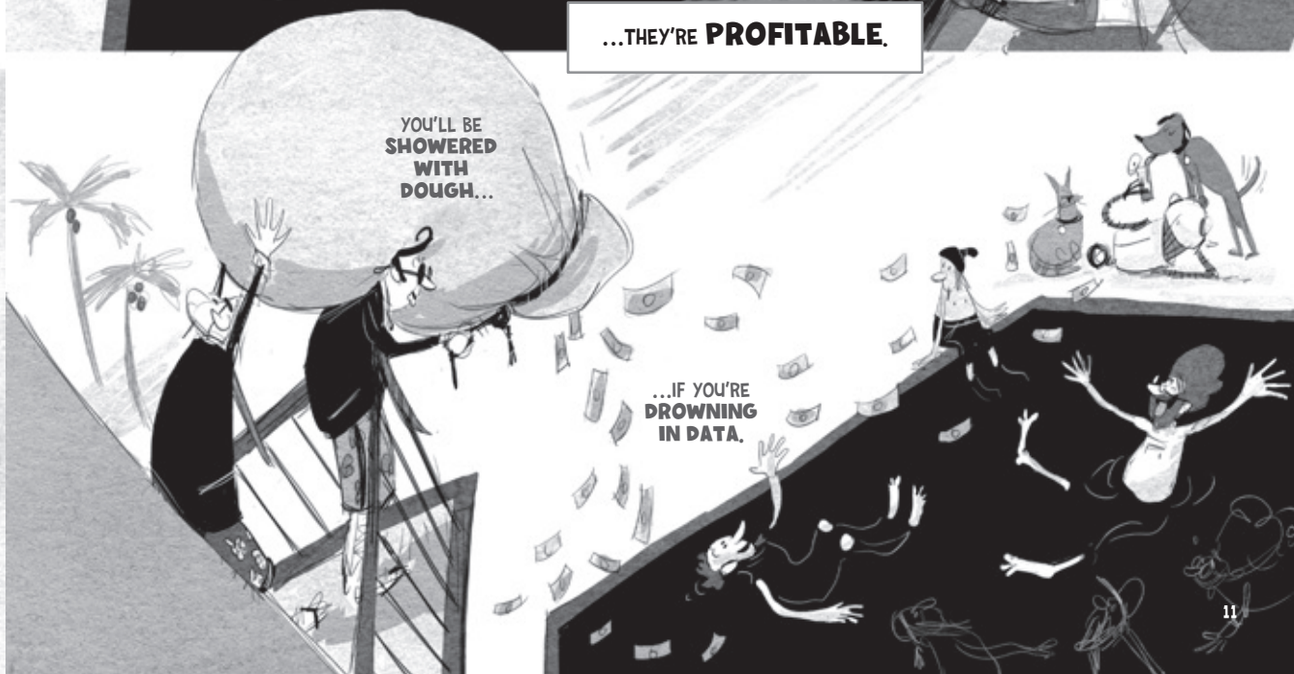


...ARE NOT ONLY **POSSIBLE IN THE DIGITAL REALM...**





...THEY'RE **PROFITABLE.**



THE BIG IDEA IN THE ONLINE WORLD IS THAT **INFORMATION RULES.**

IT'S THE **NEW OIL.**

IT **POWERS** EVERYTHING THAT HAPPENS **ONLINE...**

...AND LOTS OF WHAT HAPPENS **IN REAL LIFE TOO!**

IN FACT, INFORMATION HAS BECOME **SO IMPORTANT** THAT COMPANIES ARE WILLING TO PROVIDE ALL SORTS OF SERVICES...

DATA STORAGE!

EMAIL!

NETWORKING!

...IN ORDER TO **GATHER INFORMATION.**

SOMETIMES YOU **PAY** FOR THE PRODUCT...

...AND SOMETIMES YOU **ARE** THE PRODUCT.

AND SOMETIMES **BOTH!**

THIS NEW ECONOMY HOLDS LOTS OF **PROMISE FOR THE FUTURE.**

SOCIAL CONNECTIONS:

I CAN VIDEO CHAT WITH MY GRANDMA!

INNOVATION:

I CAN CONNECT WITH MY PATIENTS **ANYWHERE, ANYTIME...**

...AND **ARTIFICIAL INTELLIGENCE** HELPS EVALUATE DIFFERENT TREATMENT OPTIONS.

COMPETITION:

THE INTERNET ALLOWS ME TO SELL MY DESIGNS **EVERYWHERE** AND COMPETE WITH **EVERYONE.**

IT'S LIKE THE **WILD WEST!**

PROBLEM-SOLVING:

DON'T KNOW THE ANSWER? TRY **CROWD-SOURCING!**

DON'T HAVE THE MONEY? TRY **CROWD-FUNDING!**

MORE RESPONSIVE GOVERNMENT:

FIXING POTHOLES IS EASY BUT **FINDING THEM** WAS HARD...

...UNTIL **SMARTPHONE DATA** CAME ALONG.

I'M GOING TO CONNECT WITH MY LEGISLATORS TO SAY **THANKS!**

BUT THERE ARE **RISKS** TOO.

SOME OF THOSE RISKS ARE FOR **INDIVIDUALS**...

LOSS OF PRIVACY:

GIANT CORPORATIONS CAN ACCESS ALL MY **EMAILS?**

AND ALL MY **PHOTOS?**

AND EVERYTHING **KIDS** TELL THEIR INTERNET-CONNECTED **TOYS?**

DISCRIMINATION:

OUR CRIMINAL JUSTICE SYSTEM USES **ARTIFICIAL INTELLIGENCE.**

BUT IF THERE'S BIAS BUILT IN, IT BECOMES A **WEAPON OF MATH DESTRUCTION.**

CONCENTRATION OF ECONOMIC POWER:

SORRY, THE **WILD WEST** HAS BECOME A **WALLED GARDEN**...

...AND **WE'RE THE GATEKEEPERS.**

...AND SOME ARE FOR **SOCIETY.**

FACTIONALISM:

WHAT YOU'RE SAYING IS **FAKE NEWS!**

EXTREMISM:

IT'S FINE TO RECOMMEND VIDEOS ABOUT **EXTREME SPORTS** TO PEOPLE WHO LIKE **SPORTS**...

...BUT DO WE REALLY WANT TO DO THAT FOR **RELIGION** OR **POLITICS?**

MORE REPRESSIVE GOVERNMENT:

BIG BROTHER IS **WATCHING**...

...AND **LISTENING.**

THE CHALLENGE WE FACE...

AS **INDIVIDUALS**...

...AS **BUSINESSES**...

...AS A **CIVILIZATION**.

...IS TO MAXIMIZE THE **UPSIDE**...

IT'S LIKE AN **EXTENSION OF MY BRAIN**.

...WHILE MINIMIZING THE **DOWNSIDE**.

IT'S LIKE A **PARASITE IN MY BRAIN**.

ONE IMPORTANT STEP IS TO **CREATE GOOD LAWS**...

THE **INFORMATION SUPERHIGHWAY** MUST FEATURE **PRIVACY BY DEFAULT**...

...AND **PRIVACY BY DESIGN**.

...AND **FOLLOW THEM**.

I CAN **SMELL THE DATA** ON YOUR BREATH...

...PLEASE **STEP AWAY FROM YOUR CUSTOMERS** AND KEEP YOUR **APPS** WHERE I CAN SEE THEM.

Consent

Purpose

Proportionality

BUT **LAWS AREN'T ENOUGH.**

AN ONLINE SOCIETY WITH **LAWS BUT NO ETHICS...**

...WILL BE ALL ABOUT **MOVING FAST AND BREAKING THINGS...**

...UNTIL **EVERYTHING IS BROKEN.**

WE CAN'T PULL **EVERYBODY** OVER.

WE ALSO NEED **DIGITAL ETHICS.**

ETHICS ON THE HIGHWAY IS CRITICAL TO **PRESERVE HUMAN LIFE...**

...AND ETHICS ON THE INFORMATION SUPERHIGHWAY IS CRITICAL TO **PRESERVE HUMAN DIGNITY.**



ABOUT THE AUTHORS

GRADY KLEIN IS A CARTOONIST, ANIMATOR, AND GRAPHIC DESIGNER WHO SPECIALIZES IN SIMPLIFYING COMPLEX SUBJECTS. HIS MOST RECENT BOOK IS *PSYCHOLOGY, THE COMIC BOOK INTRODUCTION*. SAMPLES OF HIS WORK CAN BE FOUND AT www.gradyklein.com.

YORAM BAUMAN IS A Ph.D. ECONOMIST WHO PERFORMS AT UNIVERSITIES AND CORPORATE EVENTS AROUND THE WORLD AS "THE WORLD'S FIRST AND ONLY STAND-UP ECONOMIST". HIS WEBSITE IS www.standupeconomist.com.

GRADY AND YORAM HAVE PREVIOUSLY COLLABORATED ON *THE CARTOON INTRODUCTION TO CLIMATE CHANGE* AND THE TWO-VOLUME *CARTOON INTRODUCTION TO ECONOMICS*. THEIR FOURTH BOOK, *THE CARTOON INTRODUCTION TO CALCULUS*, IS FORTHCOMING IN 2019.



EDPS



www.edps.europa.eu
www.privacyconference2018.org

@EU_EDPS & @icdppc2018

EDPS

European Data Protection Supervisor

DebatingEthics

DEBATING ETHICS:
DIGNITY AND RESPECT IN DATA DRIVEN LIFE