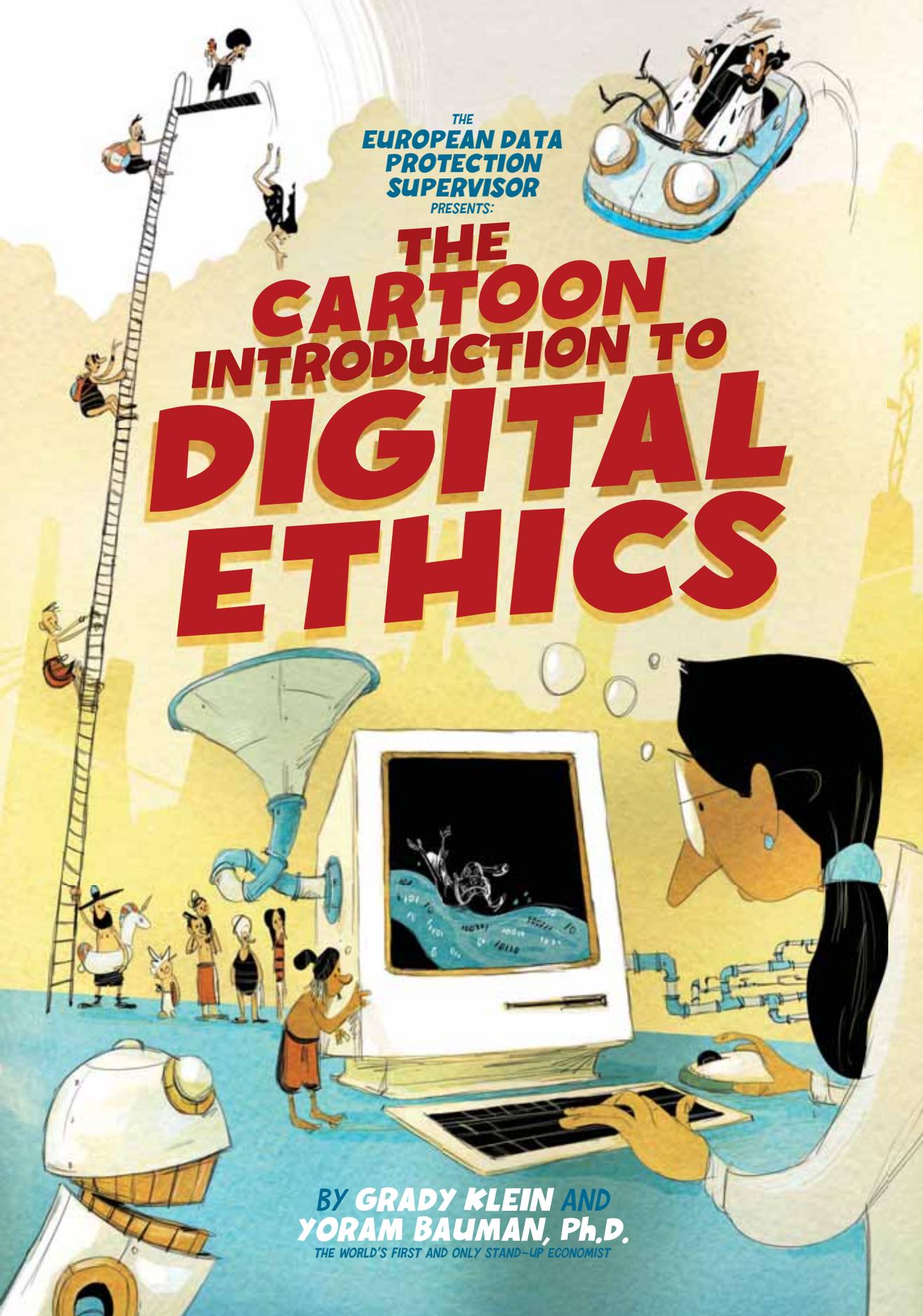


THE
EUROPEAN DATA
PROTECTION
SUPERVISOR
PRESENTS:

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 BIETLOT IN BELGIUM
LUXEMBOURG: PUBLICATIONS OFFICE OF THE EUROPEAN UNION, 2018

© EUROPEAN UNION, 2018

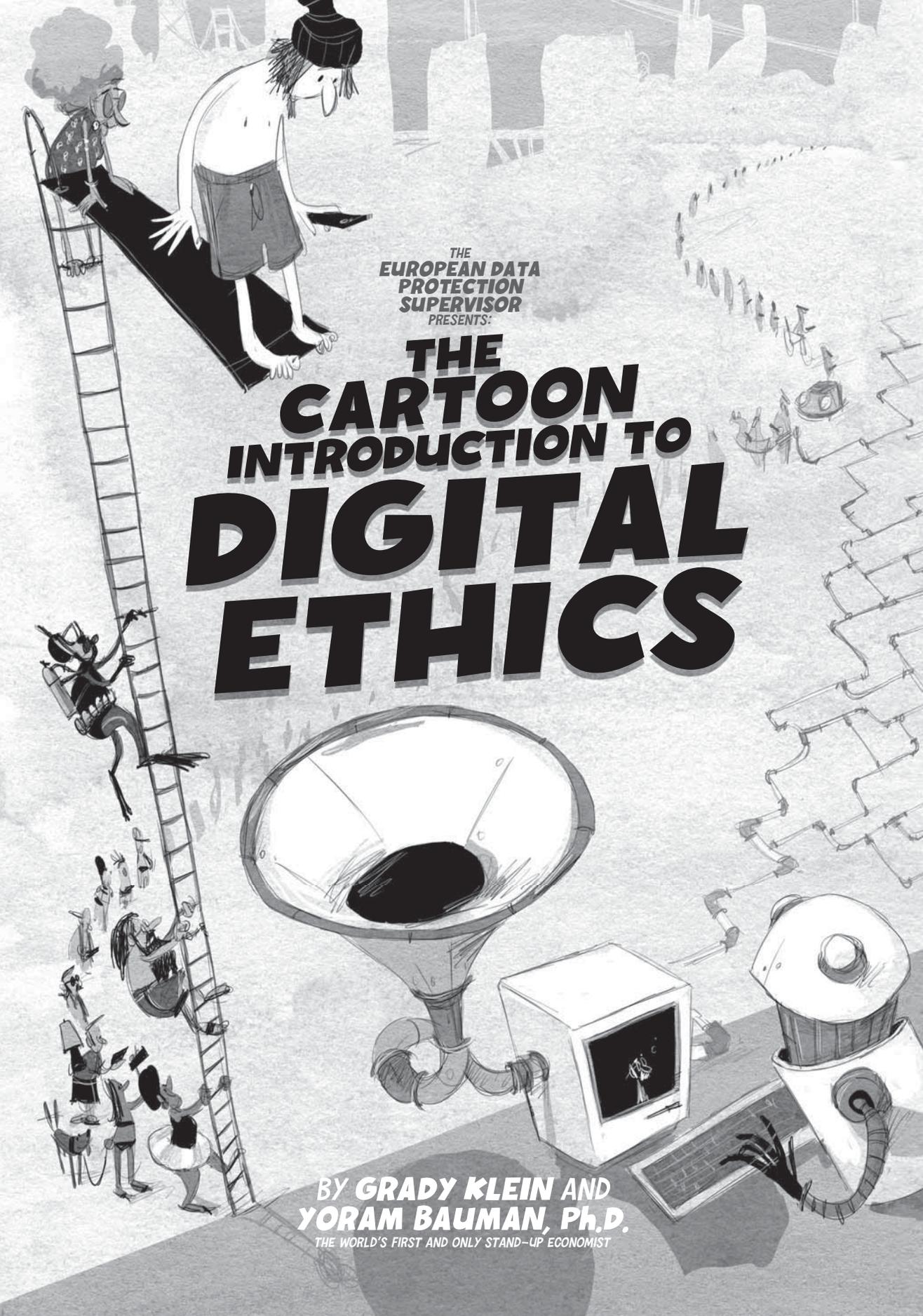
REPRODUCTION IS AUTHORISED PROVIDED THE SOURCE IS ACKNOWLEDGED.

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://www.edps.europa.eu/>



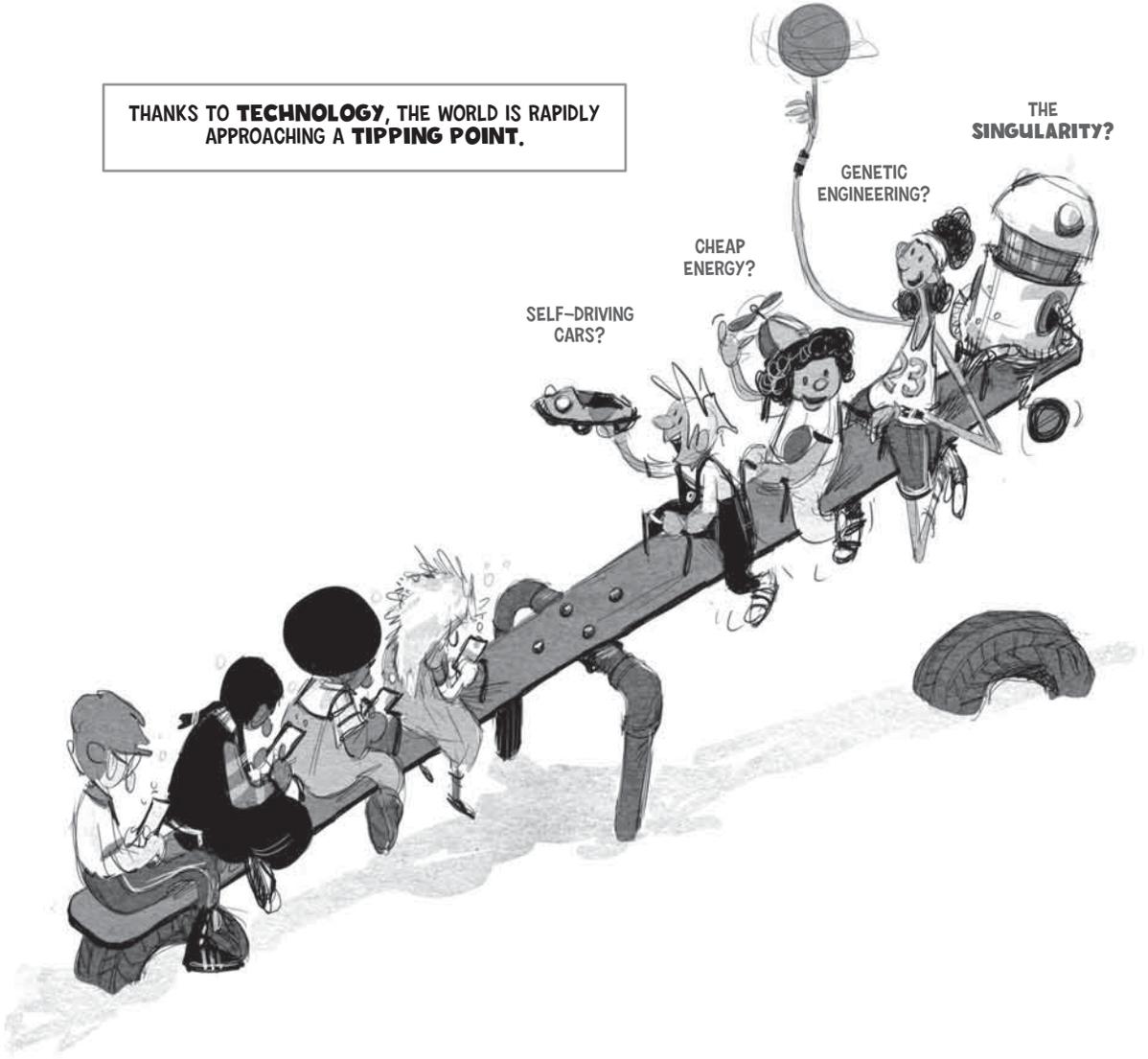


THE
EUROPEAN DATA
PROTECTION
SUPERVISOR
PRESENTS:

**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.**

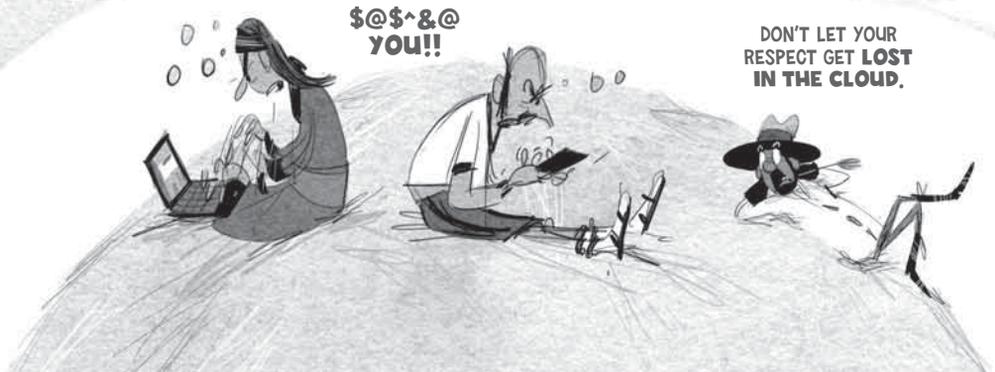
...THAN WE KNOW ABOUT **EACH OTHER.**

MY
NEIGHBOR IS
INTO **THAT?**

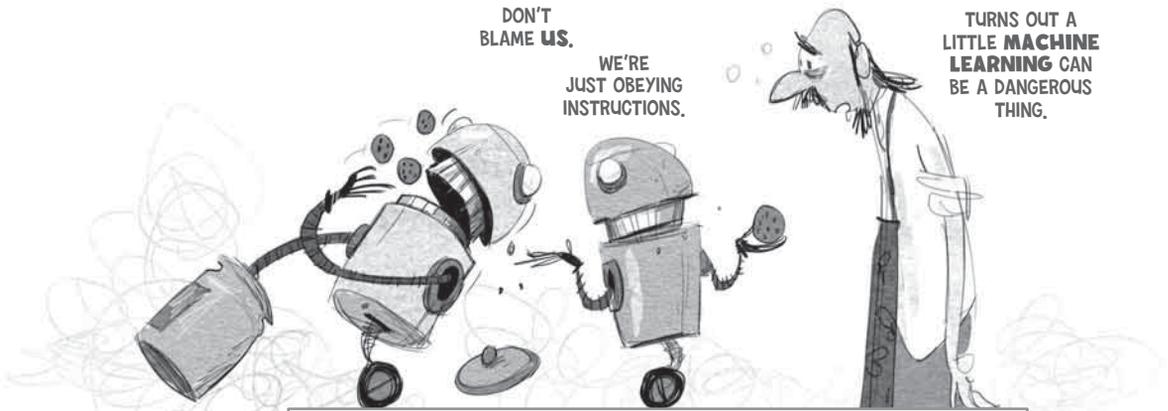
PRETTY SOON THE INTERNET MAY
KNOW **MORE ABOUT US**
THAN WE KNOW ABOUT
OURSELVES!

I'M INTO
THAT?

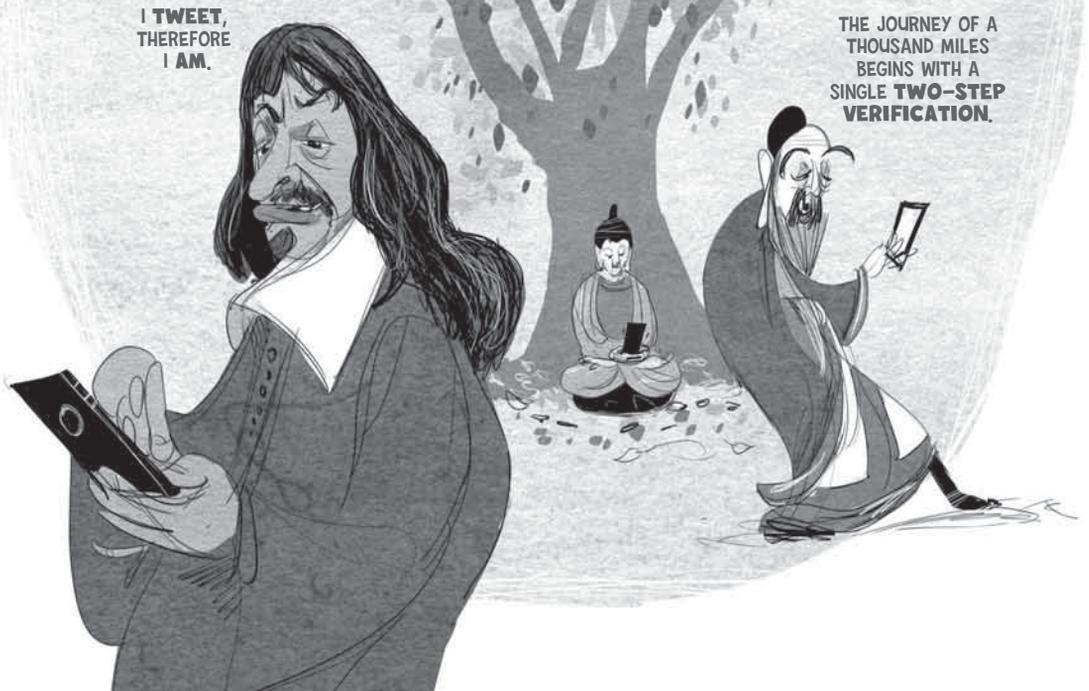
IN THIS NEW REALITY, IT WILL BE IMPORTANT TO TREAT EACH OTHER WITH **RESPECT AND DIGNITY...**



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



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



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...**

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

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

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

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

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

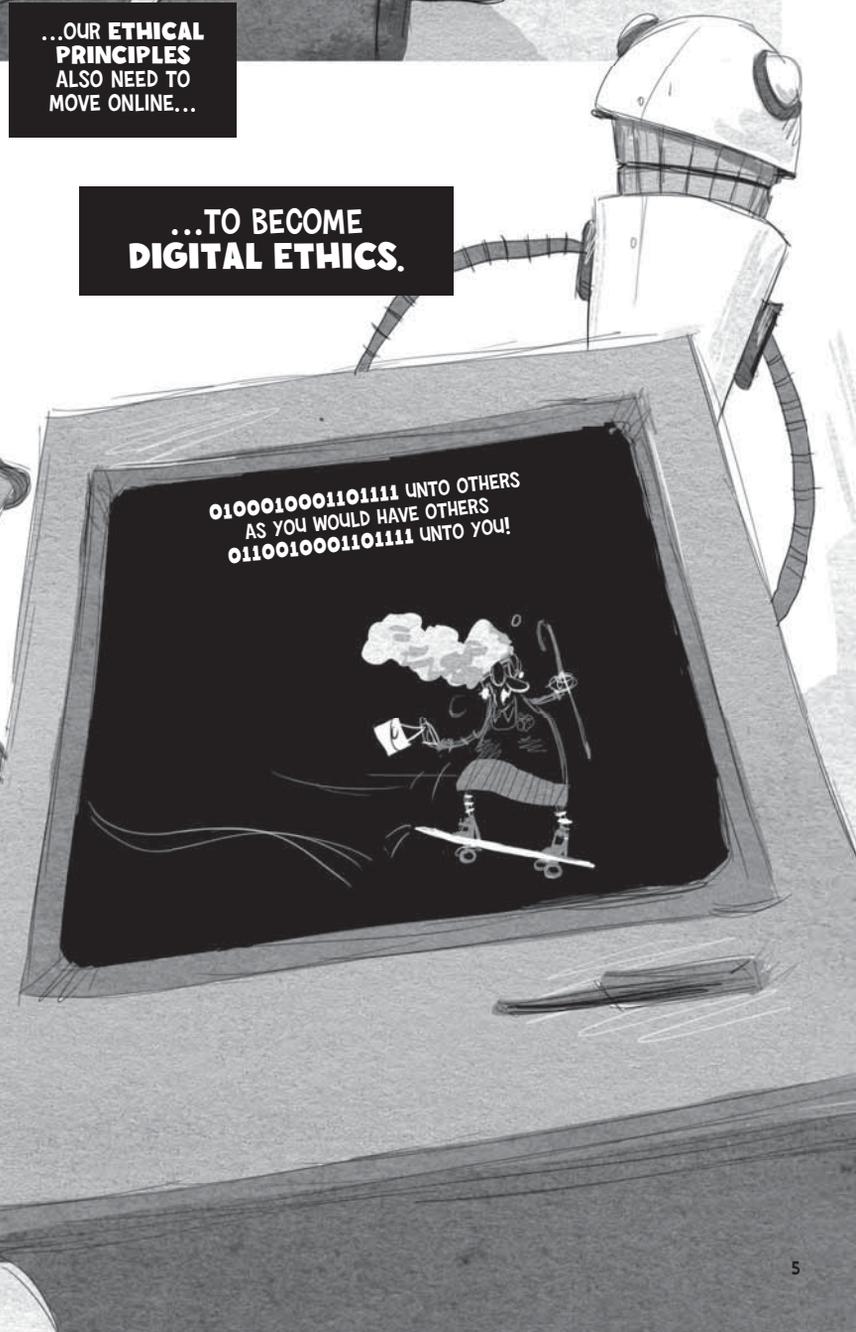
I CAN **WORK AND SHOP AND PLAY** AND NEVER LEAVE MY COUCH!

YEAH, WHO NEEDS **REAL LIFE?**

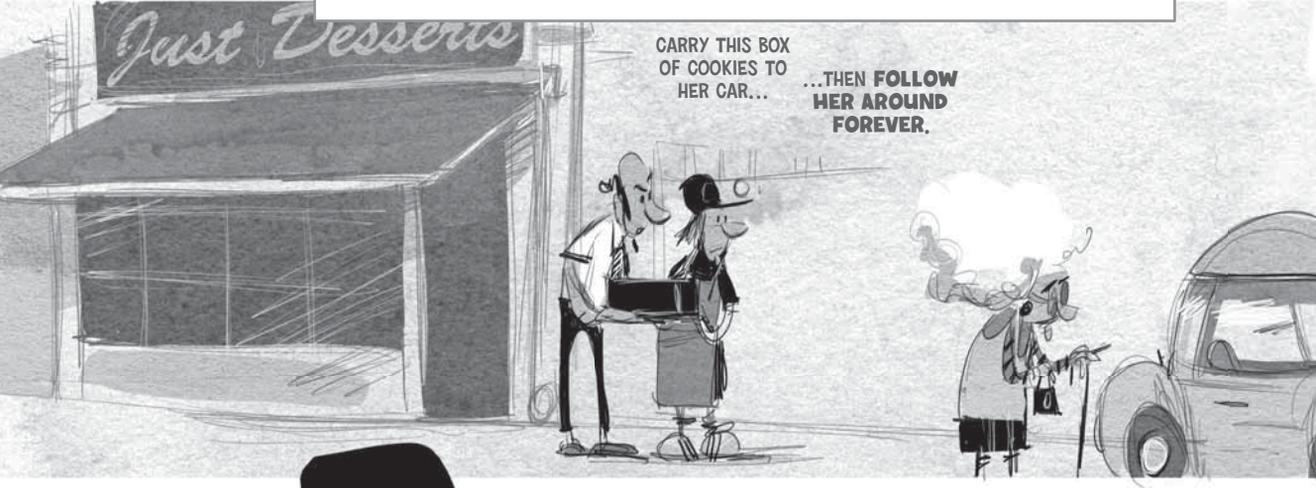
...OUR **ETHICAL PRINCIPLES** ALSO NEED TO **MOVE ONLINE...**

...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...



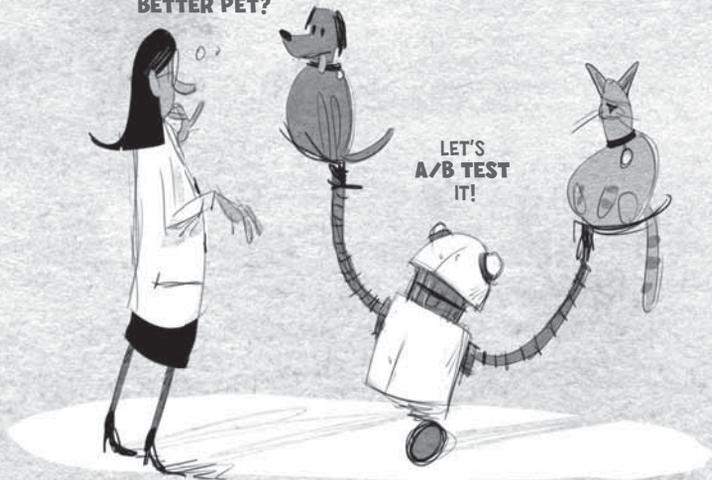
CARRY THIS BOX OF COOKIES TO HER CAR...

...THEN FOLLOW HER AROUND FOREVER.

LET'S PROVIDE EACH PERSON WITH TAILOR-MADE INFORMATION!



WHICH IS THE BETTER PET?



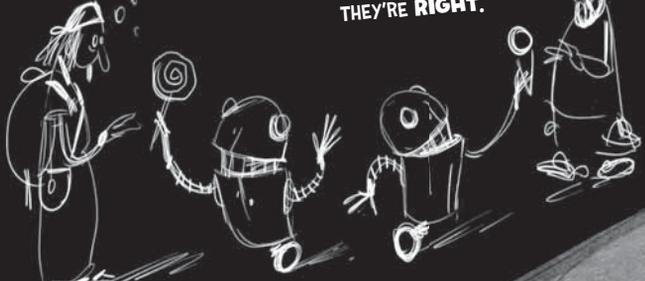
...ARE NOT ONLY
**POSSIBLE IN THE
DIGITAL REALM...**

WITH **COOKIES**
WE CAN FOLLOW
EVERYTHING SHE
DOES!



WE CAN ADJUST THEIR
NEWS FEEDS TO GIVE
THEM WHAT THEY
WANT...

...WHICH IS TO
BE TOLD THAT
THEY'RE **RIGHT**.

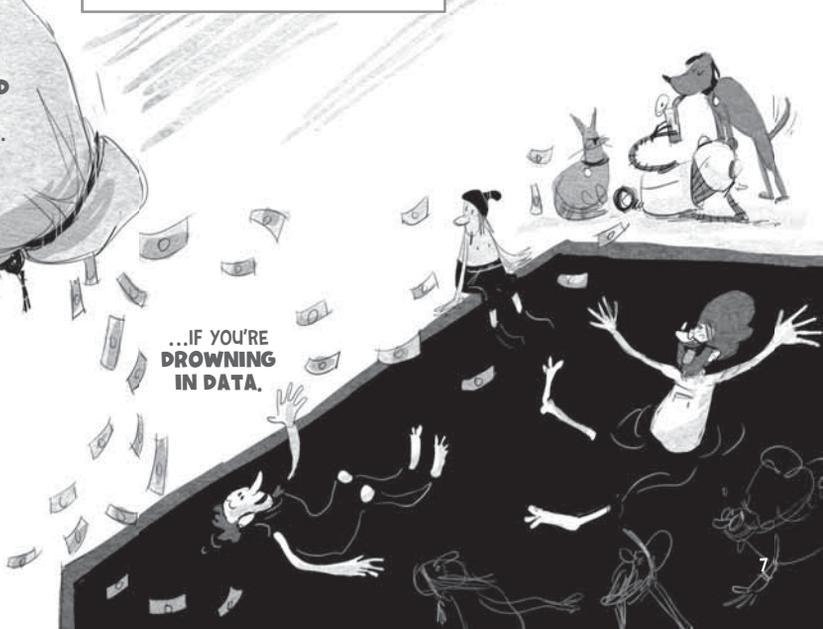


...THEY'RE **PROFITABLE**.

YOU'LL BE
**SHOWERED
WITH
DOUGH...**



...IF YOU'RE
**DROWNING
IN DATA.**

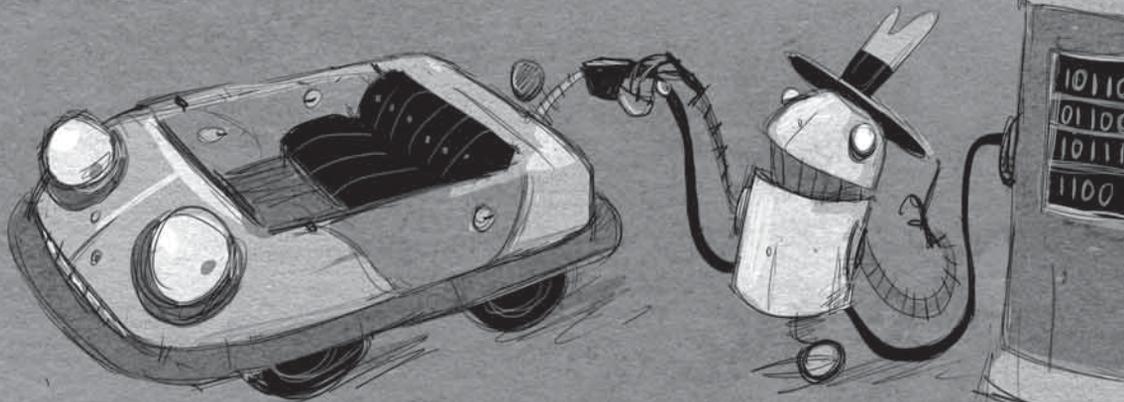


**THE BIG IDEA IN THE
ONLINE WORLD IS THAT
INFORMATION
RULES.**

**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!

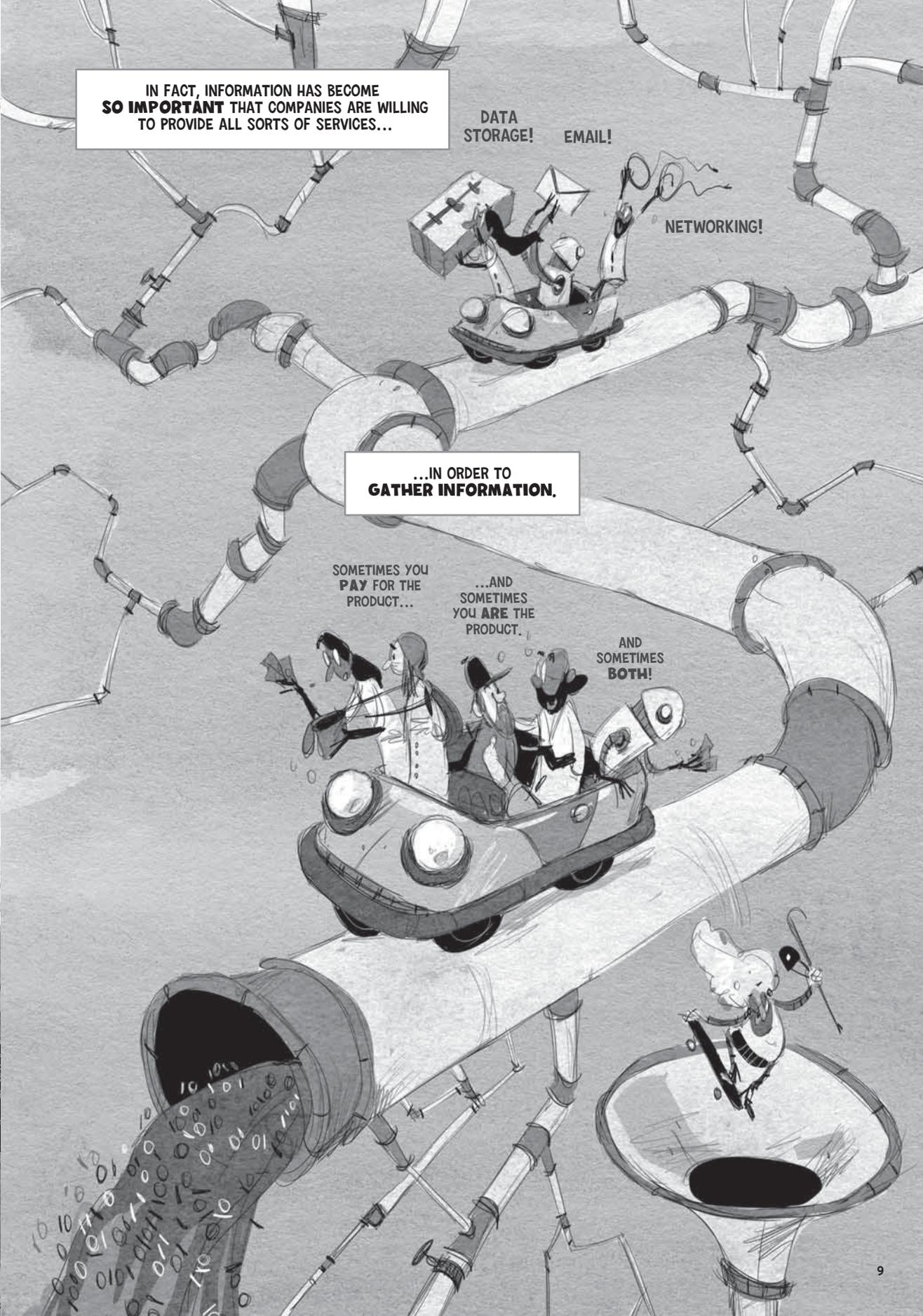
NETWORKING!

...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:

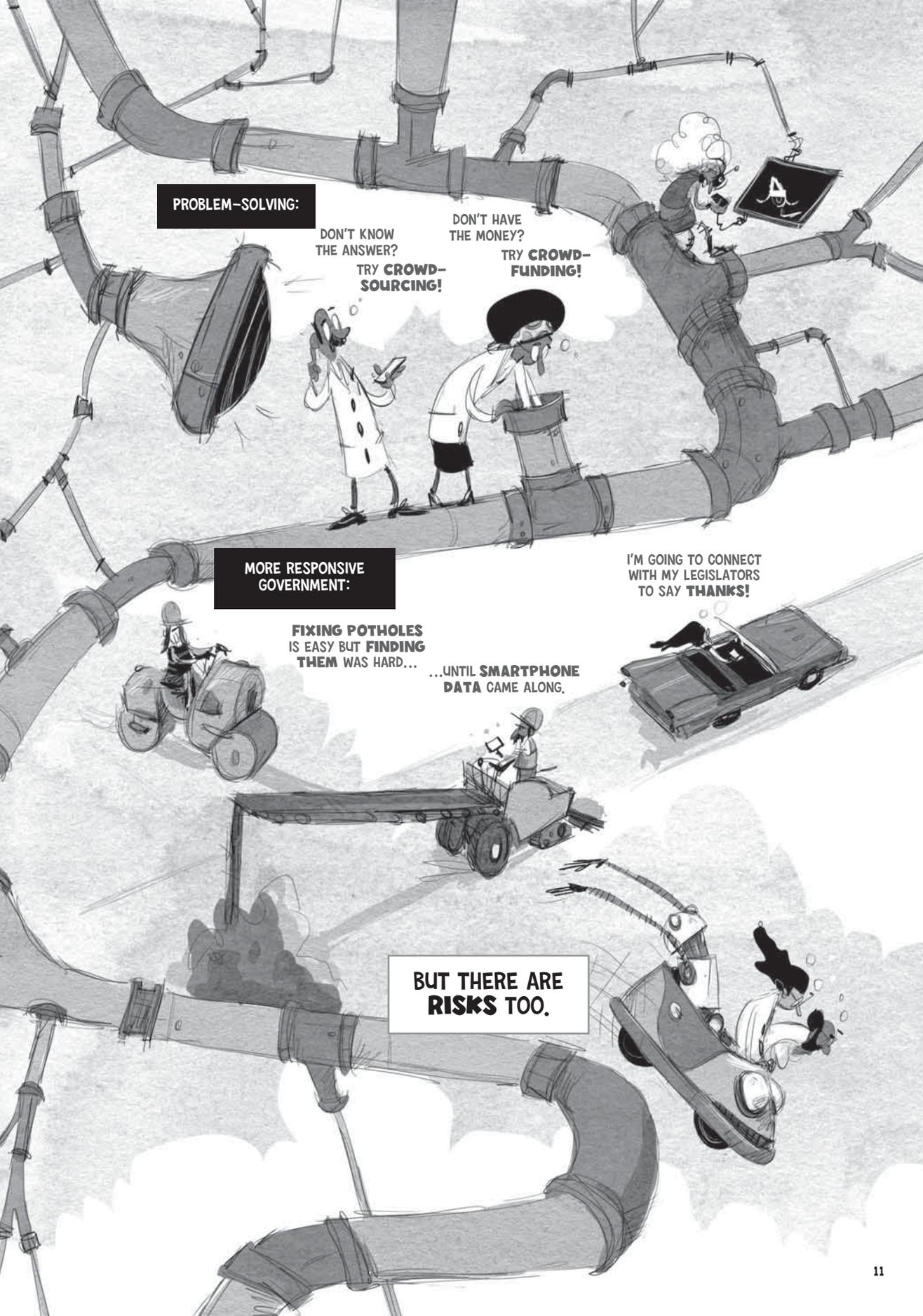
I CAN CONNECT WITH MY
PATIENTS **ANYWHERE,**
ANYTIME...

...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...

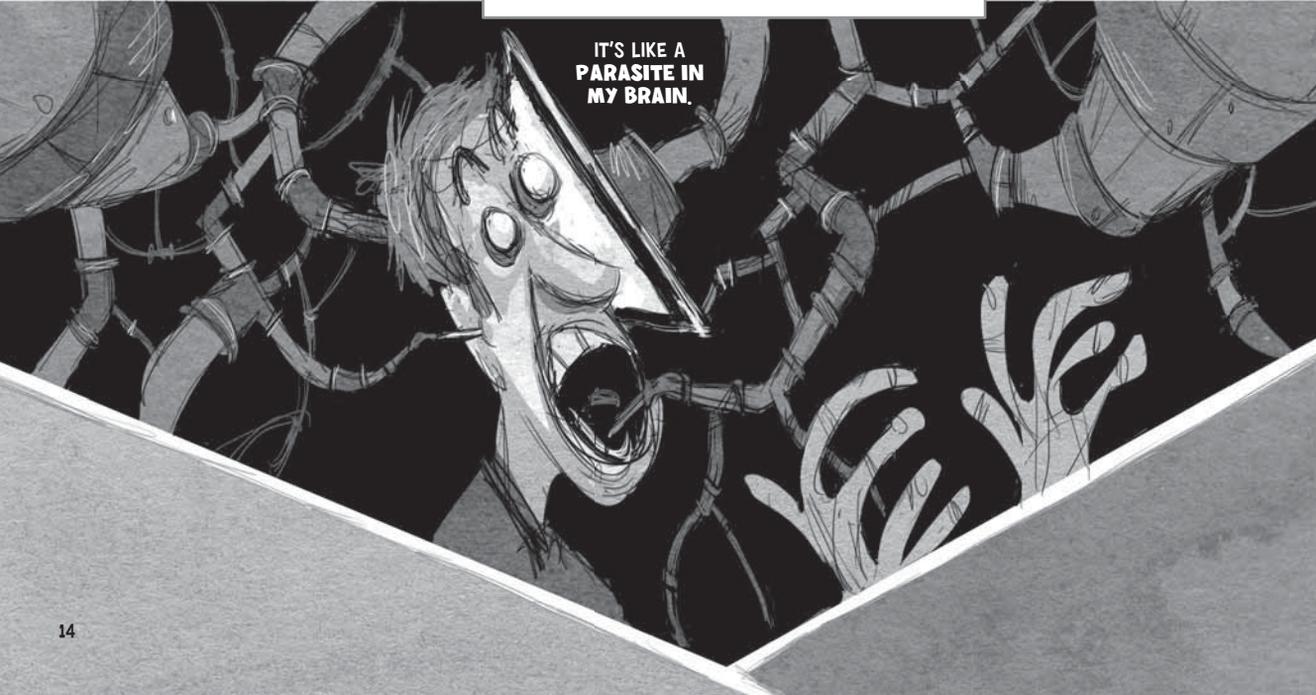
...AS A CIVILIZATION.

...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.**

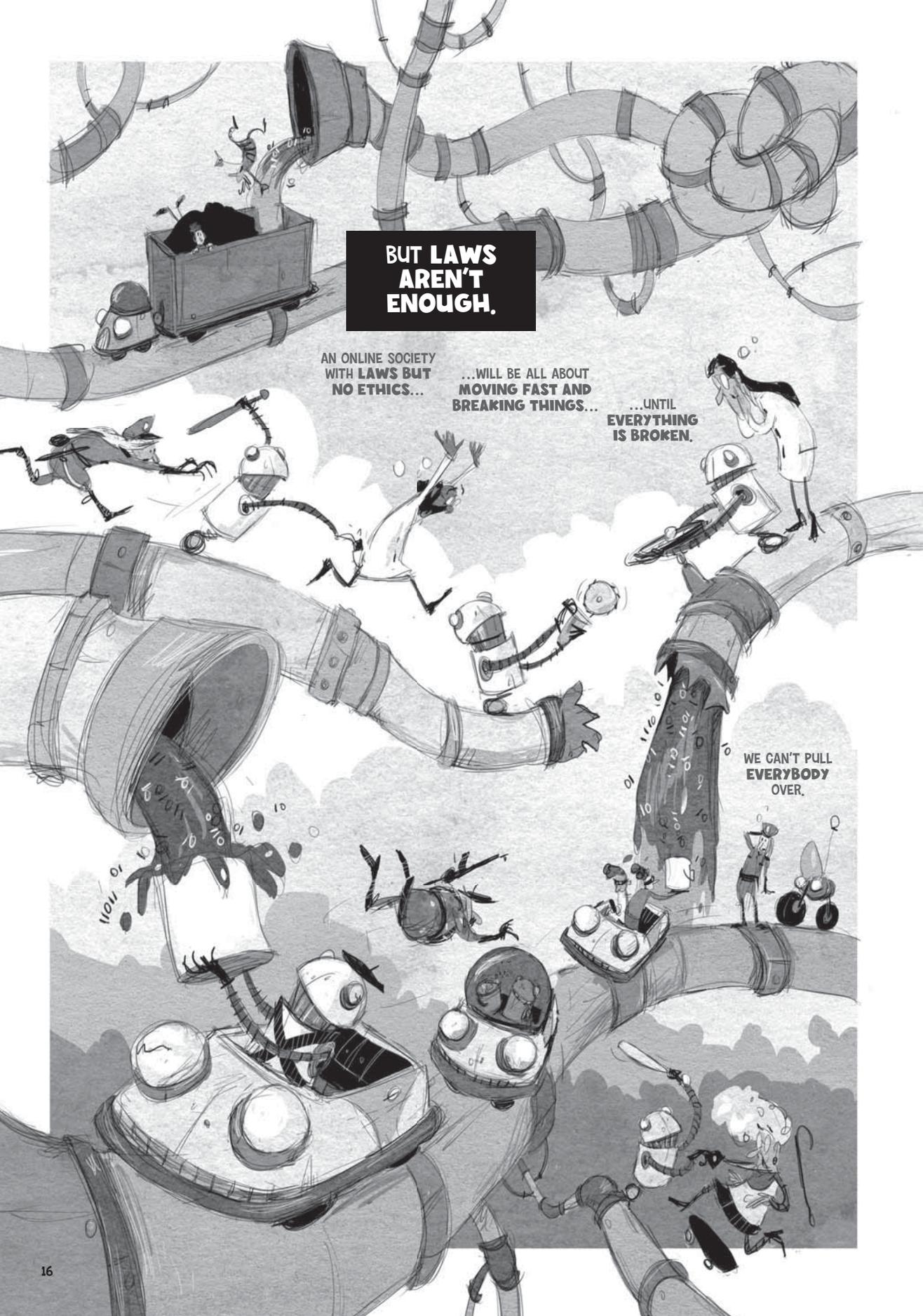
I CAN SMELL
THE DATA ON
YOUR BREATH...

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

Proportionality

Consent

Purpose



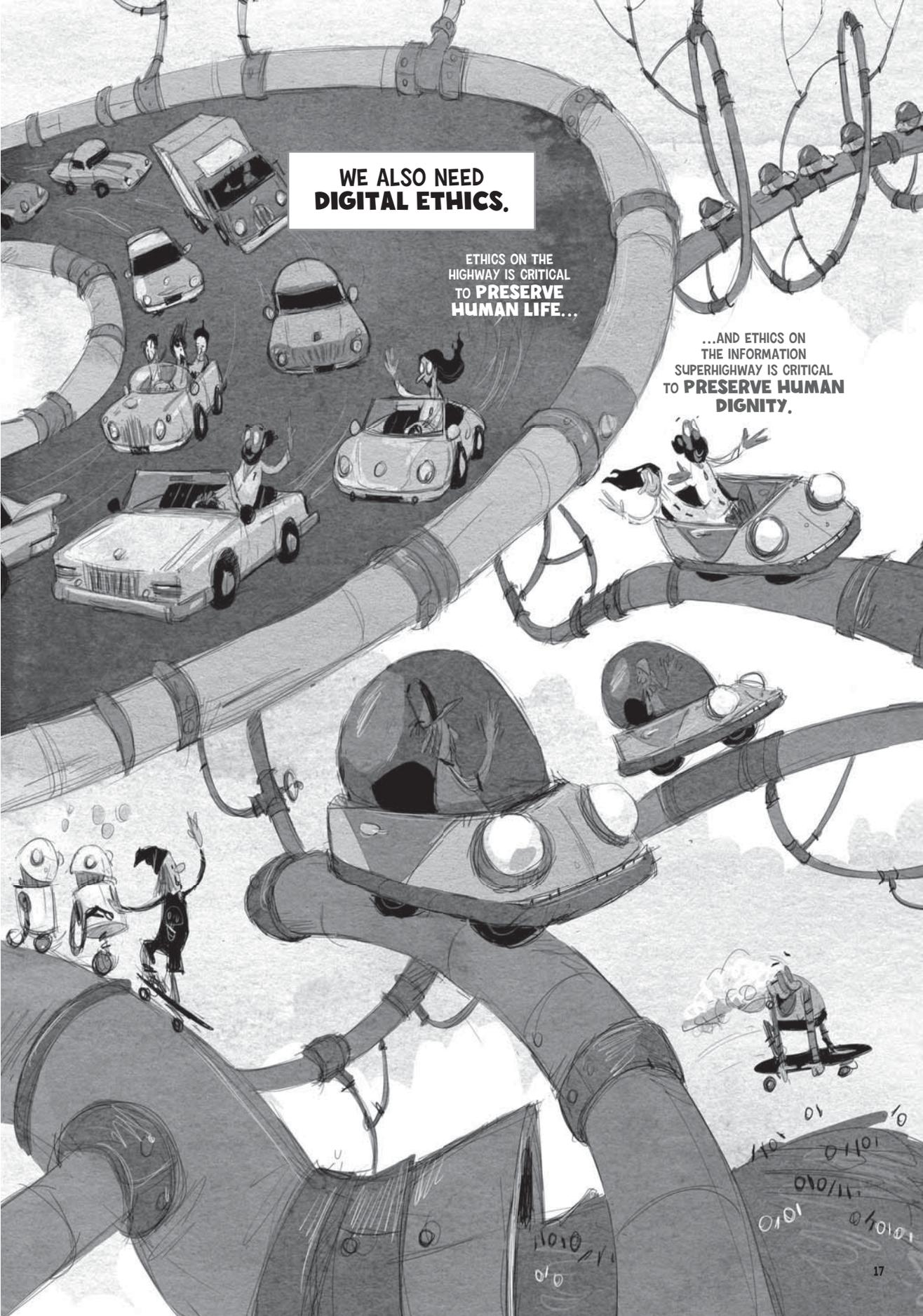
**BUT LAWS
AREN'T
ENOUGH.**

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.

TO CREATE A **BRIGHT FUTURE**,
WE NEED **HARDWARE**...

TRUST ME,
YOU'RE GOING TO
LOVE IT!

...AND WE NEED **SOFTWARE**.

OUR CODE TRANSFORMS
PROBLEMS INTO
SOLUTIONS.

BUT WE ALSO NEED MORALWARE.

AS WE **WRITE**
THE FUTURE...

...LET'S DO IT
RIGHT.

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



Publications Office