NAME: PhotoRec inc.

DATE: September 6, 2024 2:30 AM

DESCRIPTION OF TECHNOLOGY
This system is able to detect and recognize the faces of family members and friends.

TICT

HUMAN VALUES

No, it only recognizes someone in a photo. It is optional that one is not identifiable, which could impact someone's emotions.

TRANSPARENCY

They can see this on the website. Here will be clearly explained what the costs are and how to use the system. I advise PhotoRec inc. to have a tutorial before the user starts using the software.

IMPACT ON SOCIETY

Creating fun photo albums is a lot of work, and it is time-consuming. PhotoRec inc. provides a system for creating photo albums. The reason why a lot of people back up their old phone memory is because of the old photos. These photos have an emotional value, and the backup takes a lot of storage. So this system is for anyone who wants to select specific persons from its own pile of photos, just for sorting and making creating a beautiful photo album easier.

STAKEHOLDERS

- People who love making photo albums from their old pile of photos

SUSTAINABILITY

My company will use only green energy. And for every 100 customers, we will plant a tree.

HATEFUL AND CRIMINAL ACTORS

This technique can violate user privacy. The company could use the system to spy on the user, via their webcam, or phone camera. This is of course not legal, and should not happen. Bad actors could use this technology to spy on users.

DATA

The model is trained for each user for recognizing their faces. The model's accuracy, precision, and recall should be monitored all the time. When the model performs worse, an analysis by a human must be done to fix these issues.

FUTURE

This could be extended with creating a photo album as well, as said before. The technology can be used for national security, which will then interfere with our privacy.

Next to this, it can be used for doorbells. The doorbell can tell the house owner who is in front of the house.

PRIVACY

This system registers images from a specific person and their first and last name. This is not as sensitive as health or ethnicity. The images of the faces are sensitive up to a certain height. These images should not be misused and users should be made aware of the purpose of predicting faces using these images.

INCLUSIVITY

The model is trained on images of the person. Since there can be an age difference for a person or a difference in appearance, the model can only be as accurate as of the images it is trained on. The model can be trained continuously when the user labels the photos that are mispredicted or not classified. This will minimize the bias and increase performance.

FIND US ON WWW.TICT.IO

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How is the identity of the (intended) users affected by the technology?

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?…

TRANSPARENCY

Is it explained to the users/stakeholders how the technology works and how the business model works?

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their…

IMPACT ON SOCIETY

What is exactly the problem? Is it really a problem? Are you sure?

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine…

STAKEHOLDERS

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by…

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.
…

SUSTAINABILITY

In what way is the direct and indirect energy use of this technology taken into account?

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

HATEFUL AND CRIMINAL ACTORS

In which way can the technology be used to break the law or avoid the consequences of breaking the law?

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/ identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder…

DATA

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into…

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;…

FUTURE

What could possibly happen with this technology in the future?

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

PRIVACY

Does the technology register personal data? If yes, what personal data?

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like…

INCLUSIVITY

Does this technology have a built-in bias?

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases.…

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