FootLiveTrack

A football betting app

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Level of education: Bachelor

Impact on society

What impact is expected from your technology?

This category is not applicable for this technology.

Hateful and criminal actors

What can bad actors do with your technology?

This category is not applicable for this technology.

Privacy

Are you considering the privacy & personal data of the users of your technology?

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

Yes, it collects users names, addresses, and phone numbers during registration and identity verification.

Do you think the technology invades the privacy of the stakeholders? If yes, in what way?

No, the data collected is necessary to confirm user identity and make sure the platform is used responsibly. It's a normal step in the betting process to protect both the platform and the user.

Is the technology is compliant with prevailing privacy and data protection law? Can you indicate why?

Yes, because it only collects the data needed for account creation and verification. Users need to provide this info to participate in betting activities. As long as this data is stored securely and users are informed, it follows GDPR rules.

Does the technology mitigate privacy and data protection risks/ concerns (privacy by design)? Please indicate how.

Currently, not fully. We havent added privacy-by-design features yet, like data minimization or encryption, but we plan to add them in future versions.

In which way can you imagine a future impact of the collection of personal data?

If not handled properly, data leaks could harm users reputations or lead to scams. Theres also a chance data could be used to profile users unfairly if the system grows without strong protection.

Now that you have thought hard about privacy and data protection, what improvements would you like to make? List them below.

Implement privacy by design: only collect whats absolutely needed. Encrypt all personal data in the database. Add clear privacy policies and user consent forms. Regularly audit data use and storage. Possibly allow users to delete their data permanently.

Human values

How does the technology affect your human values?

This category is not applicable for this technology.

Stakeholders

Have you considered all stakeholders?

This category is not applicable for this technology.

Data

Is data in your technology properly used?

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into account in the technology?

Data is never fully objective and often reflects biases (e.g., over-flagging specific types of users or behaviors). Correlation and causation just because a user bets more doesnt mean they are irresponsible. Our system could make flawed assumptions from incompleteor noisy data. We aim to avoid these pitfalls by:Avoiding overly rigid risk-profiling based on shallow data. Allowing users to correct or appeal false flags. Always framing data-driven decisions as suggestions rather than absolute truths.

How does the technology organize continuous improvement when it comes to the use of data?

Were in the early stages, but our roadmap includes:

Regular audits of how data is being collected and used.

Testing for bias in predictive features (e.g., risk scoring or fraud detection).

Feedback loops: when a user appeals or corrects a systems conclusion, we use that feedback to fine-tune how data is interpreted.

A system log to track when and how data-driven decisions are made, so we can improve those decisions over time.

How will the technology keep the insights that it identifies with data sustainable over time?

To ensure sustainability:

We will comply with long-term GDPR and data retention policies.

Our machine learning logic (if used) will be re-evaluated regularly to avoid freezing inaccurate assumptions.

If our data providers or identity verification services change or disappear, we will ensure users still have access to their data and records.

We will maintain a backup plan to preserve important data while respecting legal expiration timelines.

In what way do you consider the fact that data is collected from the users?

Right now, users dont profit from the data, but we treat it responsibly:

Data is only collected when necessary (e.g., ID for age verification, payment history for bet tracking).

We never sell user data.

Users will always be able to see what data we have on them and delete it if they choose.

In future updates, we could offer more transparency or even incentives around data usage (e.g., opt-in analytics programs).

Now that you have thought hard about the impact of data on this technology, what improvements would you like to make? List them below.

Add a clear Data Policy page explaining what is collected and why. Make user data editable, exportable, and deletable. Make all algorithmic conclusions appealable and explainable. Avoid auto-bans or auto-flags without human review. Ensure a review process is in place for data accuracy and bias. Establish long-term data access plans in case a third party shuts down or users need their historical data.

Inclusivity

Is your technology fair for everyone?

Will everyone have access to the technology?

FootLiveTrack requires internet access and a smartphone or computer, so people without access to these technologies (like those in low-income or rural areas) may be excluded. This could create a gap where some people can engage in online betting and follow football live, while others can't. The setback could be less entertainment or fewer chances to win money from bets, and overall less involvement in this type of digital activity.

Does this technology have a built-in bias?

Currently, there might be unintentional bias, like assuming all users speak English or have stable internet. Also, since the system verifies users with official documents, undocumented individuals or those without formal ID might be excluded. These decisions were not made with bad intentions but reflect a lack of diversity in the early design phase.

Does this technology make automatic decisions and how do you account for them?

FootLiveTrack may use automated systems for verifying identity or flagging suspicious behavior. These decisions can be biased if the algorithms werent trained with a diverse enough dataset. To account for this, we should allow users to appeal or manually verify when automation fails.

Is everyone benefitting from the technology or only a a small group? Do you see this as a problem? Why/why not?

Currently, it mainly benefits tech-savvy people, football fans, and users who are comfortable with online betting. Thats not necessarily bad, but if we dont think about accessibility and inclusion, we risk creating a platform that ignores people who could benefit from it in different ways (like following matches for free, or engaging in community-based features).

Does the team that creates the technology represent the diversity of our society?

Not really. The team is still small and doesnt fully reflect the diversity of our target users. It would be better to involve people from different backgrounds, ages, and tech experience levels to get a more inclusive perspective.

Now that you have thought hard about the inclusivity of the technology, what improvements would you like to make? List them

below.
Add language options to make the app accessible to non-English speakers. Simplify the interface so its usable by people with lower tech skills.Explore offline features or low-data usage modes. Offer alternative ways to verify identity (e.g., manual verification or more document types). Involve more diverse people in testing and feedback stages. Make sure automatic decisions are explainable and appealable.

Transparency

Are you transparent about how your technology works?

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

Not fully yet. FootLiveTrack currently focuses on core features, but we plan to add sections in the app and website that explain: How odds are calculated.
How user data is used.
What the platform earns money from (e.g., small fees on bets or partnerships with clubs/leagues).
At the moment, this is not very visible to users, so its something we need to work on.

If the technology makes an (algorithmic) decision, is it explained to the users/stakeholders how the decision was reached?

Some features, like auto-verification of documents or detecting unusual betting patterns, involve algorithms.
Right now, users dont get much explanation if something goes wrong or is flagged.
In the future, we want to show users:

What data was used for the decision.

Why a verification failed or a transaction was paused.

What steps they can take to correct the issue.
We will also be clear if a black box AI system is being used (and warn that the logic may not always be 100% transparent).

Is it possible to file a complaint or ask questions/get answers about this technology?

Not yet but we are planning a support system where users can:

Report problems or suspicious behavior.

Appeal decisions (like failed verification).

Ask questions about how features work.
This would be available through both the app and website, with real humans responding when needed.

Is the technology (company) clear about possible negative consequences or shortcomings of the technology?

Not fully. There are risks (e.g., encouraging unhealthy betting habits, or some users being wrongly flagged), but these arent clearly mentioned.
We plan to:

Add disclaimers and reminders about responsible betting.

Show transparency about what happens to user data.

Be honest if certain features arent perfect yet and could fail or create issues.

Now that you have thought hard about the transparency of this technology, what improvements would you like to make? List them below.

Create a public FAQ and How It Works section for users. Be upfront about where our income comes from and how odds are set. Let users know when an algorithm makes a decision about their profile or bets. Allow complaints, appeals, and support tickets. Add warnings about potential risks of betting. Be transparent about any limitations or black box aspects of our system.

Sustainability

Is your technology environmentally sustainable?

This category is not applicable for this technology.

Future

Did you consider future impact?

What could possibly happen with this technology in the future?

If FootLiveTrack reaches 100 million users: Betting becomes more mainstream, normalized even among young adults. Real-time sports tracking becomes deeply integrated into daily habits similar to stock trading or social media. Sports fan communities start forming around betting strategies, player stats, and prediction contests. Governments may get involved to regulate the addictive nature of live betting. New career paths could emerge: live-bet analysts and odds influencers

Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one utopian scenario.

Title: The Fair Play Era

FootLiveTrack evolves into a widely used global platform where transparency, fairness, and responsibility are central. Betting is tightly linked to fan engagement and skill-based prediction rather than luck. Advanced AI ensures everyone has equal access to odds, preventing manipulation. Betting limits are adaptive and personalized, reducing addiction. Governments support the platform for its transparency and tax integration.

Fans form global communities, collaborating to understand sports more deeply. FootLiveTrack even partners with schools and universities to use live data in educational simulations, teaching probability, finance, and ethics.

Bonus: Revenue-sharing programs allow users to profit not just from bets, but from contributing data, insights, or content.

Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one dystopian scenario.

Dystopian Scenario (Year 2050)
Title: The Data Wager Trap

FootLiveTrack becomes a high-stakes battleground for data-driven manipulation. Bets are automatically placed via AI bots. Players are pressured by team sponsors who benefit from specific betting outcomes. Addiction rates rise due to personalized dopamine-optimized prediction prompts.

A few megacorps own most betting platforms, including FootLiveTrack. They harvest personal, biometric, and behavioral data to increase betting frequency. Laws struggle to keep up. Poor and vulnerable populations are disproportionately affected. Even live sports begin to change: some game formats are adjusted to better align with betting dynamics rather than pure competition.

Would you like to live in one of this scenario's? Why? Why not?

I would want to live in the utopian scenario, where the technology becomes a fair, skill-based engagement tool enhancing sports and social learning.
I would not want to live in the dystopian future, where addiction and exploitation replace ethical entertainment. The idea of AI-driven compulsive betting and surveillance capitalism dominating sports culture is deeply concerning.

What happens if the technology (which you have thought of as ethically well-considered) is bought or taken over by another party?

This is a real risk. If a large gambling conglomerate buys FootLiveTrack:

They may remove ethical limits and betting safeguards.

Data might be sold to third parties without transparency.

The tech could shift from fan engagement to pure profit-maximization.

To prepare:

We will draft ethical use clauses in our licensing agreements.

Introduce data portability, so users can delete or export their data.

Build in kill switches or governance protocols (e.g., independent ethics board) that survive a takeover.

Consider making the platform partially open-source or community-owned.

Impact Improvement: Now that you have thought hard about the future impact of the technology, what improvements would you like to make? List them below.

Add real-time ethical auditing of features like auto-betting or risk scoring.Limit betting frequency and volume, especially for vulnerable users.Create a Fair Betting Charter to guide future partnerships and business decisions.
Plan for future-proofing: how to maintain responsible use if the platform grows rapidly or is acquired.
Start user education modules explain the risks and teach responsible betting.