

NAME: SafeCircle


DATE: September 14, 2025 2:52 AM

DESCRIPTION OF TECHNOLOGY

SafeCircle is a personal safety app designed for youth and young adults, offering emergency alerts to both your safety circle and everyone within a 2 km radius. It features customizable alerts, location sharing, and Event Circles for staying connected during events, all for free. SafeCircle addresses the need for accessible safety solutions, making it unique and user-friendly...




IMPACT ON SOCIETY




The problem that SafeCircle addresses is the increasing sense of insecurity among youth and young adults, particularly in public spaces or while going out. According to a 2023 study mentioned, 4 out of 5 Belgians between 18 and 40 feel unsafe in such situations, highlighting a significant need for solutions that can enhance personal safety.

HATEFUL AND CRIMINAL ACTORS




Access to personal data (E.g location data...).

PRIVACY




Yes, date of birth, name, email, phonenumber and children.

HUMAN VALUES




SafeCircle empowers users to feel more secure and proactive about safety, fostering a sense of community and responsibility. It enhances their identity as vigilant and connected individuals but could also highlight vulnerabilities, potentially leading to some stigma. Overall, it promotes self-reliance and mutual support.

STAKEHOLDERS




- Youth/young adults
- Trustes contacts (family, friends)
- Event organizers
- Administrator

DATA




Unauthorized access to personal data, Multiple account creation ,False alarms, Responsibility for incorrect or delayed assistance, Abuse of power within Cirlces,Scalability of notifications

INCLUSIVITY




SafeCircle may have built-in biases, such as excluding users without smartphones or internet, favoring cultures comfortable with location sharing, and relying on active community participation, which may vary by region. It could also lead to over-reliance on technology or inequities if future algorithms prioritize certain alerts. Inclusive design and testing can help mitigate these biases.

TRANSPARENCY




Users and stakeholders are informed about how SafeCircle works. The app provides clear explanations of its features, privacy measures, and business model, ensuring transparency about funding sources and data usage. This fosters trust and confidence in the technology.

SUSTAINABILITY



The direct energy use of SafeCircle includes cloud services for data storage and notifications, as well as power consumption from users' devices. Indirect energy use comes from app development, maintenance, and the devices of users receiving alerts. Optimizing features like location tracking and notifications can help reduce energy consumption.

FUTURE



In the future, SafeCircle could integrate with emergency services, use AI for faster responses, expand its user base, add features like automatic hazard detection, and potentially expand globally. Monetization options, like premium features, could also emerge to support growth.

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HUMAN VALUES

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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