Ethics by design

Ethics of use

Digital ethics

Societal ethics

Ethics by design: These focus on the design phase of digital and data tools. It directly concerns technology in all its technical complexity and the know-how of engineers, programmers, etc. These ethics therefore touches in particular on the deontology (duty-based ethics) of digital creators of all kinds (developers, digital designers, project managers, etc.). Indeed, they have an ethical responsibility from the design stage onwards, insofar as data or algorithms may or may not reproduce human biases, reveal new discriminations (or reproduce them on a larger scale), give rise to injustices, etc.

Ethics of use: These aim to examine how the service users and employees as well as the managers and partners of an organisation use emerging technology and data. This entails conducting an ethical evaluation of how people use the technological resources at their disposal.

Societal ethics: These examines the impacts of digital technology and data analytics on wider society. It thus deals with the acceptability of digital innovations and solutions, human rights and agency, the environmental/energy footprints of digital tools, and wider issue of social inclusion.

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