

ETHICAL DATA COLLECTION : CONSENT, OWNERSHIP & USAGE RIGHTS

By : Atharva Virkar (004) & Chaitanya Dahale (017)



In this current data-driven world, personal data fuels everything from marketing algorithms to healthcare innovations. However, collecting this data should also be ethical, which brings our attention on ethical responsibilities. Salient among them are, respecting users consent, ownership, and usage rights. Going through this isn't just a legal requirement; it's essential for maintaining trust & integrity in this digital age.

Understanding Consent in Data Collection

Consent is more than a checkbox; it's a user's direct approval to collect and use their data. Modern data privacy laws, such as Europe's GDPR and California's CCPA, which emphasises on informed consent, transparency, and users control over his personal data. Under these regulations, organisations must clarify what data they're collecting, what is its purpose, and how long

GDPR (EU-2018): Comprehensive data law that mandates user consent, data access, deletion rights, and high fines for non-compliance.

CCPA (California, USA-2020): Gives California residents rights to know, access, delete, and opt out of the sale of their data,

