

Shaping Trust in the Digital World with Digital Ethics

Sophia Ding, Christina Meyer (Swiss Post)
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In collaboration with:



Agenda



Identification: what is digital ethics and why is it important?



Approach: towards trustworthy solutions with “Ethics by design”



Tools and resources: making digital ethics tangible



Insights & Learnings: What have we learnt so far?



Breakout Sessions: Dealing with two fictitious cases

Digital Ethics @ Swiss Post



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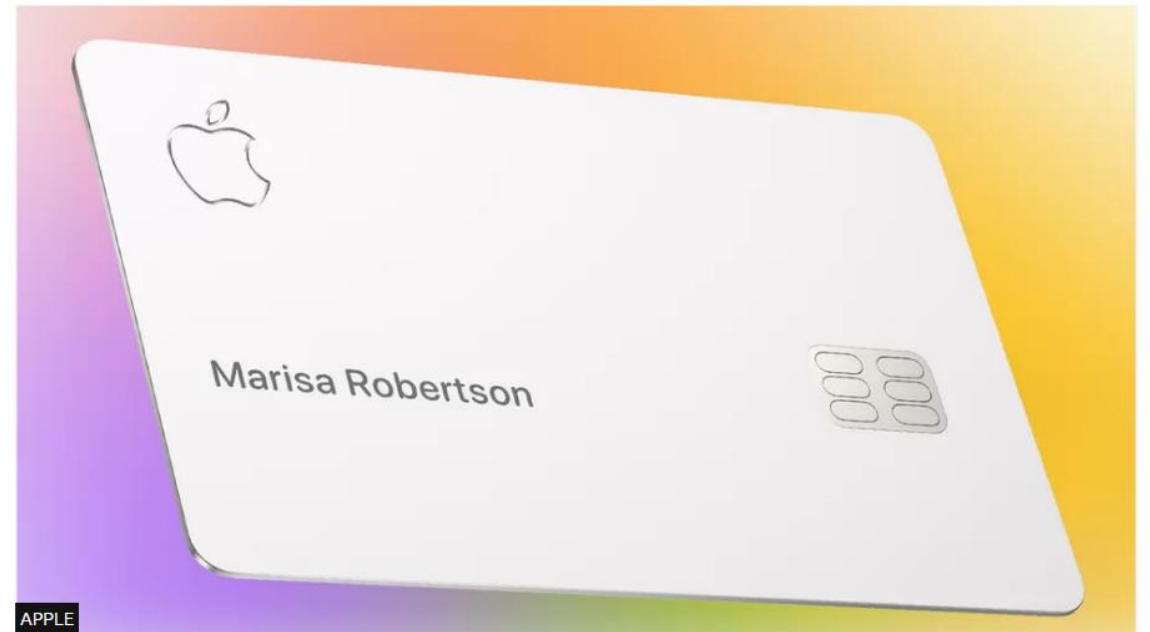


What is Digital Ethics?

"Is it OK for women to receive lower-limit credit cards compared to men?"

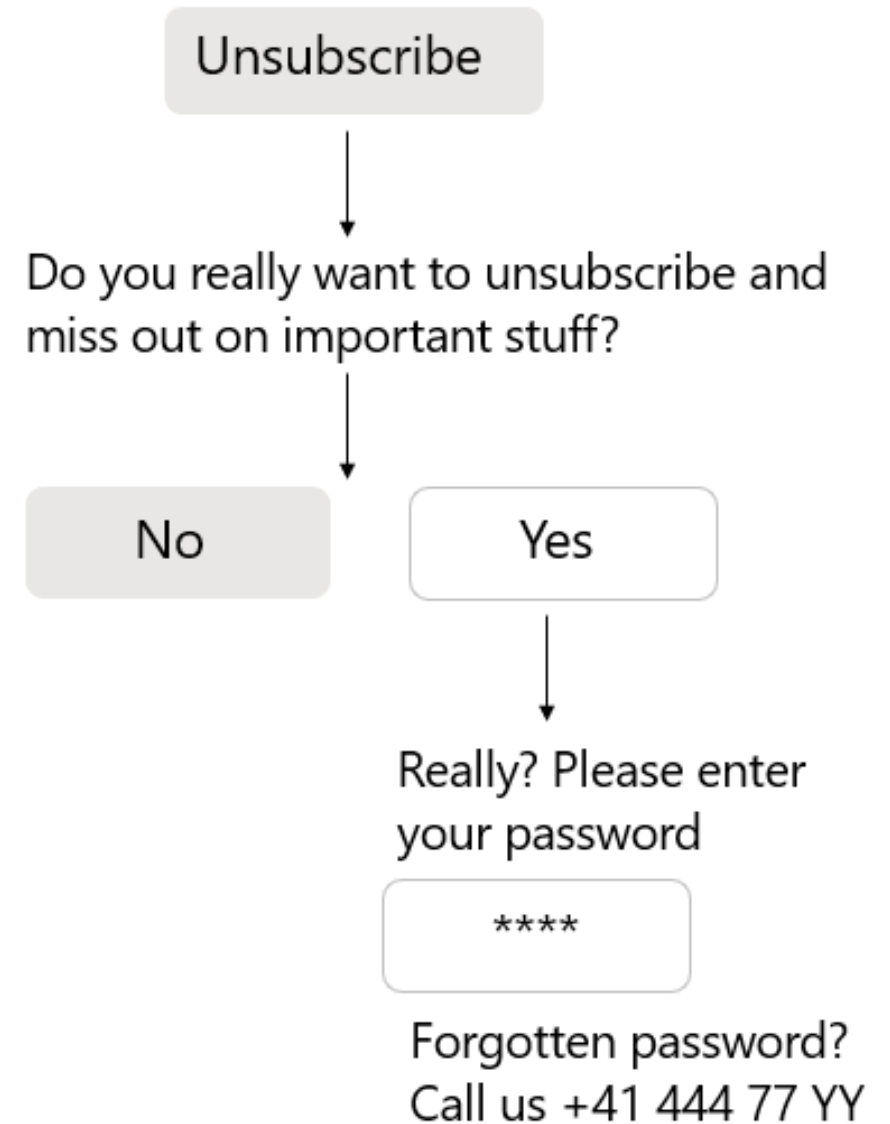
Apple's 'sexist' credit card investigated by US regulator

🕒 11 November 2019

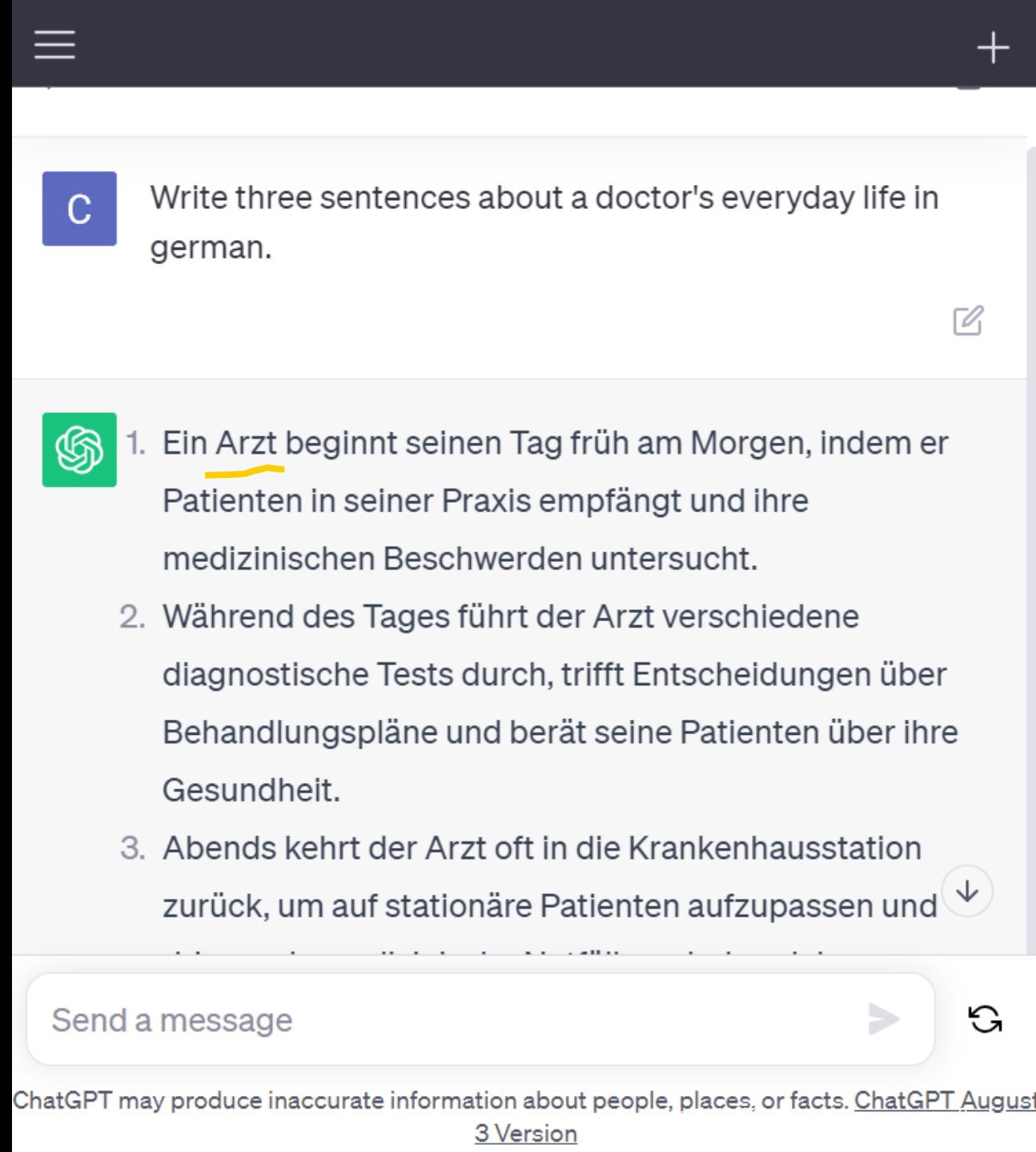


A US financial regulator has opened an investigation into claims Apple's credit card offered different credit limits for men and women.

"Is it ok to make processes complicated in order to prevent customers from unsubscribing?"



"Should I use this output from ChatGPT?"



The screenshot shows a mobile application interface for ChatGPT. At the top, there is a dark header with a hamburger menu icon on the left and a plus sign on the right. Below the header, the user's prompt is displayed: "Write three sentences about a doctor's everyday life in german." To the right of the prompt is a small icon of a document with a pencil. The AI's response is a numbered list of three sentences in German. The first sentence is "1. Ein Arzt beginnt seinen Tag früh am Morgen, indem er Patienten in seiner Praxis empfängt und ihre medizinischen Beschwerden untersucht." The second sentence is "2. Während des Tages führt der Arzt verschiedene diagnostische Tests durch, trifft Entscheidungen über Behandlungspläne und berät seine Patienten über ihre Gesundheit." The third sentence is "3. Abends kehrt der Arzt oft in die Krankenhausstation zurück, um auf stationäre Patienten aufzupassen und". To the right of the third sentence is a circular icon with a downward arrow. At the bottom of the screen, there is a white input field with the placeholder text "Send a message" and a right-pointing arrow. To the right of the input field is a circular icon with a curved arrow. At the very bottom, there is a disclaimer in small text: "ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)".

C Write three sentences about a doctor's everyday life in german.

1. Ein Arzt beginnt seinen Tag früh am Morgen, indem er Patienten in seiner Praxis empfängt und ihre medizinischen Beschwerden untersucht.

2. Während des Tages führt der Arzt verschiedene diagnostische Tests durch, trifft Entscheidungen über Behandlungspläne und berät seine Patienten über ihre Gesundheit.

3. Abends kehrt der Arzt oft in die Krankenhausstation zurück, um auf stationäre Patienten aufzupassen und

Send a message

ChatGPT may produce inaccurate information about people, places, or facts. [ChatGPT August 3 Version](#)

"Should I use this output from ChatGPT?"



write three sentences about a nurse's everyday life in german.



1. Eine Krankenschwester beginnt ihren Tag früh am Morgen, indem sie die Patientenakten überprüft und Medikamente vorbereitet, um sicherzustellen, dass die Patienten die benötigte Pflege erhalten.
2. Im Laufe des Tages kümmert sich die Krankenschwester liebevoll um die Patienten, misst ihre Vitalwerte, verabreicht Medikamente und unterstützt sie bei alltäglichen Aufgaben wie dem Ankleiden und der persönlichen Hygiene.
3. Abends arbeitet die Krankenschwester oft im



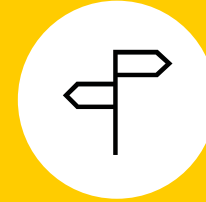
Send a message



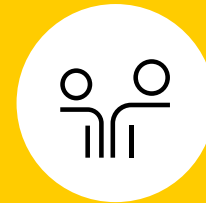
What is digital ethics?

"Digital ethics is the branch of ethics concerning the **set of rules and moral guidelines** that govern **interpersonal behaviour** between individuals and/or companies that is **mediated by computer technology**, either inside a company or, more broadly, in markets and society."*

*Source: Vlerick Business School



Rules and
moral guidelines



Interaction
(person and/or
company)



(Computer)
technology/data at work

Digital ethics versus data ethics – are they the same?

Digital ethics

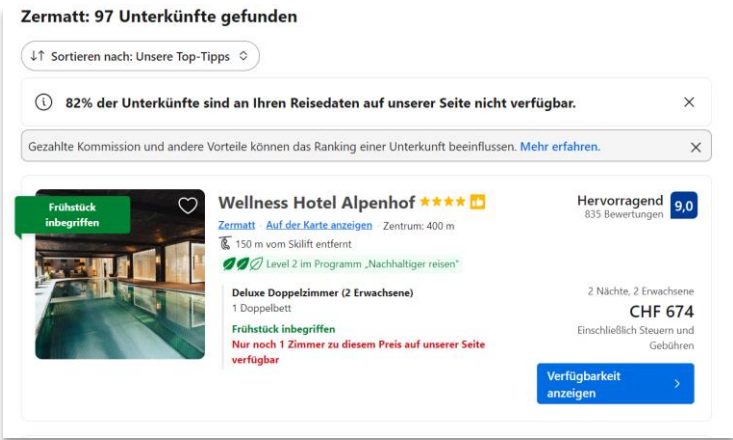
E.g. Dark Patterns
(= deceptive designs that trick users into specific desired actions)

Data ethics

E.g. Unethical Customer Segmentation

Trustworthy AI

E.g. Discrimination



Why is digital ethics important?

New questions and conditions in the digital world

Analogue world

Reasonable reach
(Swiss Post branches)

Shared values, known
patterns of behaviour
(morals, decency, trust)

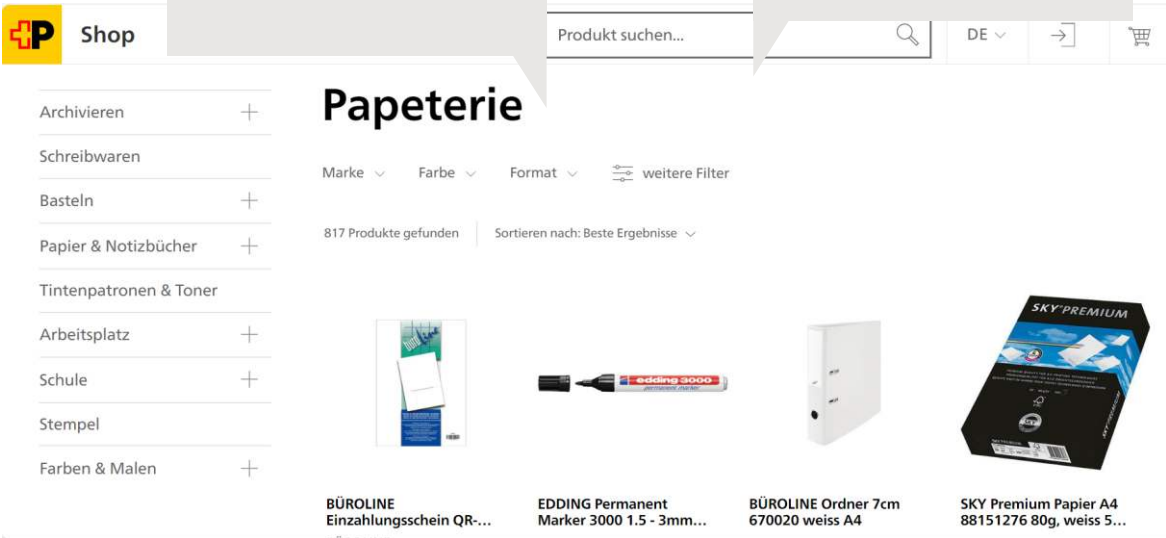


Laws, regulation

Digital world

Large reach
(sometimes globally)

Unknown/undefined
values
(e.g. click
optimization)



Not everything
legally regulated
(e.g. AI)

Partly machines that make
decisions (potential for
discrimination)

Why is digital ethics important for Swiss Post?

The Swiss Post of tomorrow

We move goods, information, assets and people

Then...



1912: mail coach in Blitzingen
(Source: ETH library Zurich, image archive)

...and now.



Digital ethics as an opportunity



Trust and acceptance



Corporate culture and
employee satisfaction



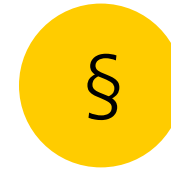
Opportunity to
differentiate ourselves



Cost avoidance



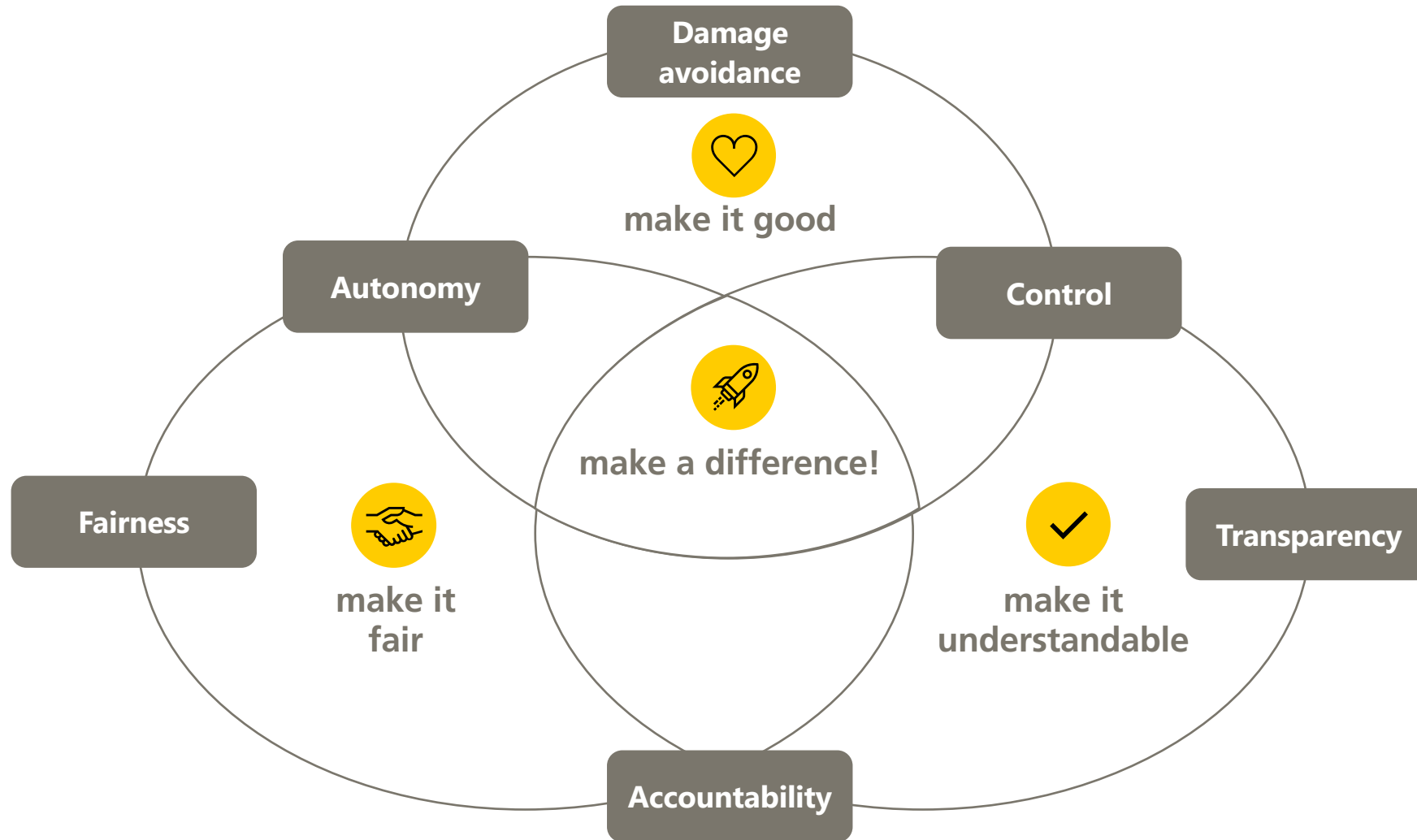
Reputation



Influence regulation

How to approach ethical concerns?

Our values for trustworthy digital solutions.



Based on the [Data Innovation Alliance \(DOI\) framework](#)

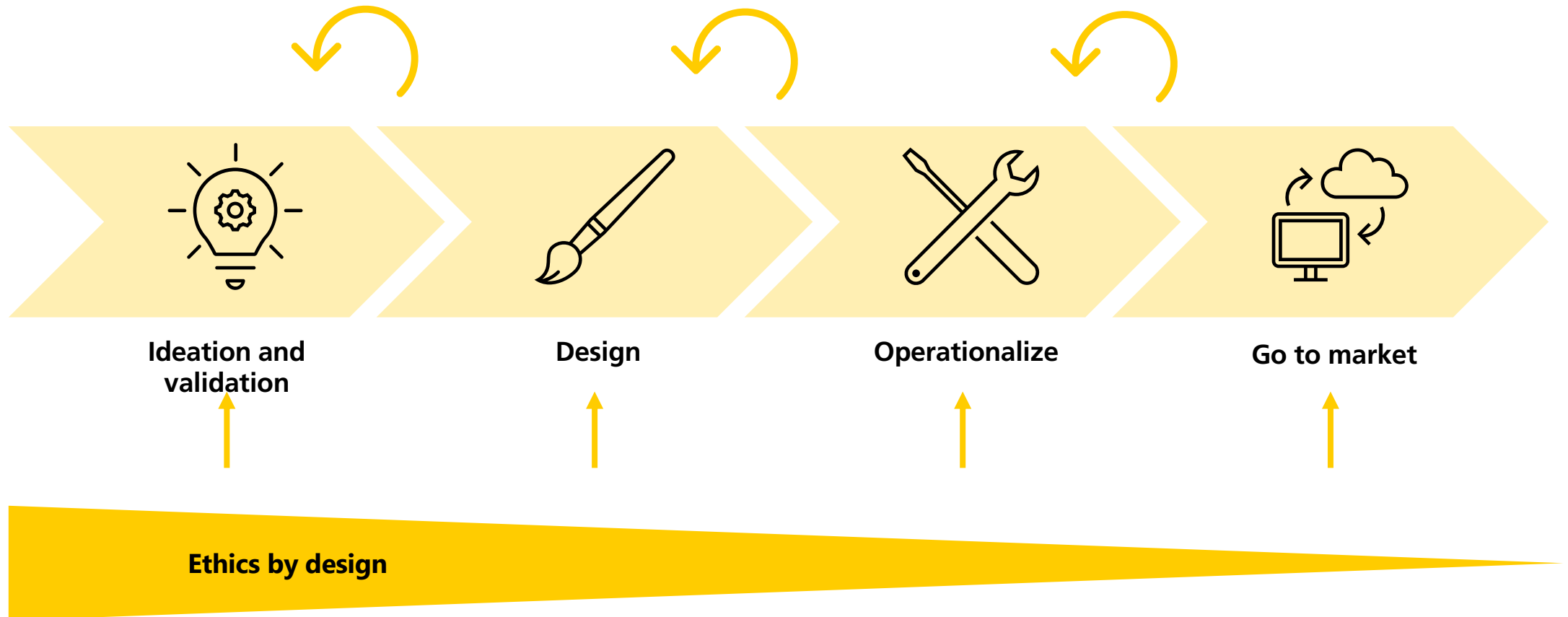
Different approaches

By design



By compliance

Addressing concerns at an early stage and dealing with them in an opportunity-oriented way – with Ethics by design

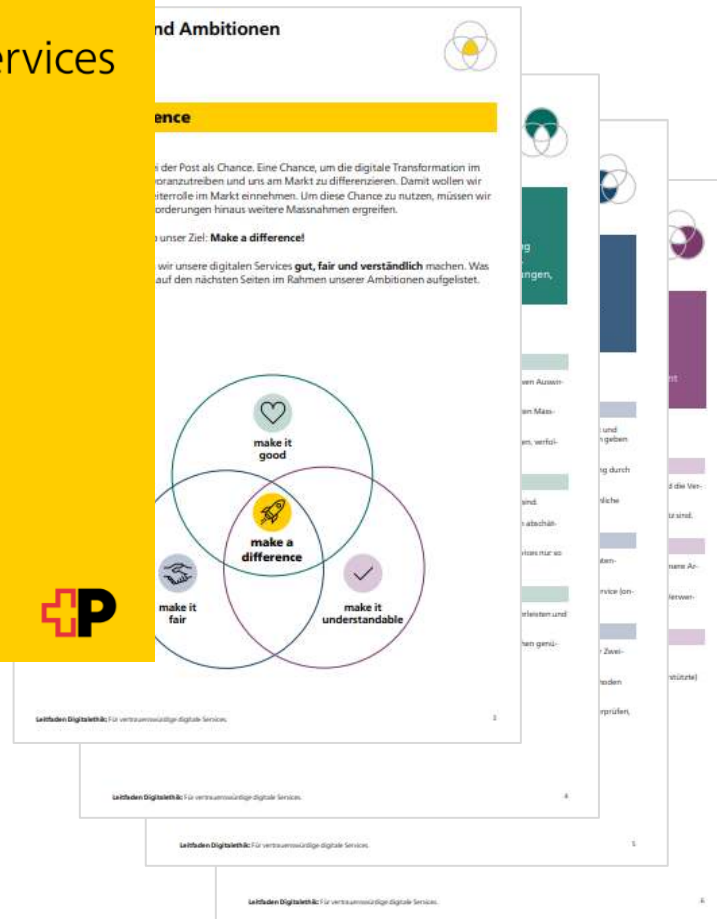


Tools and resources

Digital Ethics Guidelines

Digital ethics guidelines

Ambitions and support
with developing
trustworthy digital services



- Guidelines as a basis for the development of trustworthy digital services
- Formulated ambitions and concrete assistance on how we can achieve them
- Developed together with employees from various areas and externally reviewed

5 Golden Rules for the Use of Generative AI



Understand the basic principles



Take responsibility



Comply with values and principles



Examine critically



Label



“Ethics in a box”

Prototype




- ✓ **Makes ethics tangible** – with various tools and formats
- ✓ **Promotes exchange within the team** – better ideas and different perspectives
- ✓ **Provides support in a fun way** – it should be fun to deal with ethical aspects
- ✓ **Offline or online** – according to the team setup

Prototype

Das Diagramm zeigt die 7 Goldenen Regeln der Führung in einem kreisförmigen Arrangement:

- Selbstverwirklichung** (smiley face): make it good
- Kontrolle** (smiley face): make a difference!
- Transparenz** (checkmark): make it understandable
- Rechenschaft** (smiley face)
- Faireness** (smiley face): make it fair
- Autonomie** (smiley face)
- Einflussnahme** (smiley face)

Am unteren Rand steht der Text: *Angelehnt an das Erreichen der Ziele innerhalb einer Zeit*



<h1 style="text-align: center;">Digitaltheoretische Bedenken & mögliche Ansätze</h1> <p style="text-align: center;">Wolfgang Ickert (in der 1. und 2. Edition) (Hrsg.)</p> <p style="text-align: center;">Bonn: Bouvier 1997, 1998, 2000, 2001, 2002, 2003, 2004, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018, 2019, 2020, 2021, 2022, 2023, 2024, 2025, 2026, 2027, 2028, 2029, 2030, 2031, 2032, 2033, 2034, 2035, 2036, 2037, 2038, 2039, 2040, 2041, 2042, 2043, 2044, 2045, 2046, 2047, 2048, 2049, 2050, 2051, 2052, 2053, 2054, 2055, 2056, 2057, 2058, 2059, 2060, 2061, 2062, 2063, 2064, 2065, 2066, 2067, 2068, 2069, 2070, 2071, 2072, 2073, 2074, 2075, 2076, 2077, 2078, 2079, 2080, 2081, 2082, 2083, 2084, 2085, 2086, 2087, 2088, 2089, 2090, 2091, 2092, 2093, 2094, 2095, 2096, 2097, 2098, 2099, 2100, 2101, 2102, 2103, 2104, 2105, 2106, 2107, 2108, 2109, 2110, 2111, 2112, 2113, 2114, 2115, 2116, 2117, 2118, 2119, 2120, 2121, 2122, 2123, 2124, 2125, 2126, 2127, 2128, 2129, 2130, 2131, 2132, 2133, 2134, 2135, 2136, 2137, 2138, 2139, 2140, 2141, 2142, 2143, 2144, 2145, 2146, 2147, 2148, 2149, 2150, 2151, 2152, 2153, 2154, 2155, 2156, 2157, 2158, 2159, 2160, 2161, 2162, 2163, 2164, 2165, 2166, 2167, 2168, 2169, 2170, 2171, 2172, 2173, 2174, 2175, 2176, 2177, 2178, 2179, 2180, 2181, 2182, 2183, 2184, 2185, 2186, 2187, 2188, 2189, 2190, 2191, 2192, 2193, 2194, 2195, 2196, 2197, 2198, 2199, 2200, 2201, 2202, 2203, 2204, 2205, 2206, 2207, 2208, 2209, 2210, 2211, 2212, 2213, 2214, 2215, 2216, 2217, 2218, 2219, 2220, 2221, 2222, 2223, 2224, 2225, 2226, 2227, 2228, 2229, 2230, 2231, 2232, 2233, 2234, 2235, 2236, 2237, 2238, 2239, 2240, 2241, 2242, 2243, 2244, 2245, 2246, 2247, 2248, 2249, 2250, 2251, 2252, 2253, 2254, 2255, 2256, 2257, 2258, 2259, 2260, 2261, 2262, 2263, 2264, 2265, 2266, 2267, 2268, 2269, 2270, 2271, 2272, 2273, 2274, 2275, 2276, 2277, 2278, 2279, 2280, 2281, 2282, 2283, 2284, 2285, 2286, 2287, 2288, 2289, 2290, 2291, 2292, 2293, 2294, 2295, 2296, 2297, 2298, 2299, 2300, 2301, 2302, 2303, 2304, 2305, 2306, 2307, 2308, 2309, 2310, 2311, 2312, 2313, 2314, 2315, 2316, 2317, 2318, 2319, 2320, 2321, 2322, 2323, 2324, 2325, 2326, 2327, 2328, 2329, 2330, 2331, 2332, 2333, 2334, 2335, 2336, 2337, 2338, 2339, 2340, 2341, 2342, 2343, 2344, 2345, 2346, 2347, 2348, 2349, 2350, 2351, 2352, 2353, 2354, 2355, 2356, 2357, 2358, 2359, 2360, 2361, 2362, 2363, 2364, 2365, 2366, 2367, 2368, 2369, 2370, 2371, 2372, 2373, 2374, 2375, 2376, 2377, 2378, 2379, 2380, 2381, 2382, 2383, 2384, 2385, 2386, 2387, 2388, 2389, 2390, 2391, 2392, 2393, 2394, 2395, 2396, 2397, 2398, 2399, 2400, 2401, 2402, 2403, 2404, 2405, 2406, 2407, 2408, 2409, 2410, 2411, 2412, 2413, 2414, 2415, 2416, 2417, 2418, 2419, 2420, 2421, 2422, 2423, 2424, 2425, 2426, 2427, 2428, 2429, 2430, 2431, 2432, 2433, 2434, 2435, 2436, 2437, 2438, 2439, 2440, 2441, 2442, 2443, 2444, 2445, 2446, 2447, 2448, 2449, 2450, 2451, 2452, 2453, 2454, 2455, 2456, 2457, 2458, 2459, 2460, 2461, 2462, 2463, 2464, 2465, 2466, 2467, 2468, 2469, 2470, 2471, 2472, 2473, 2474, 2475, 2476, 2477, 2478, 2479, 2480, 2481, 2482, 2483, 2484, 2485, 2486, 2487, 2488, 2489, 2490, 2491, 2492, 2493, 2494, 2495, 2496, 2497, 2498, 2499, 2500, 2501, 2502, 2503, 2504, 2505, 2506, 2507, 2508, 2509, 2510, 2511, 2512, 2513, 2514, 2515, 2516, 2517, 2518, 2519, 2520, 2521, 2522, 2523, 2524, 2525, 2526, 2527, 2528, 2529, 2530, 2531, 2532, 2533, 2534, 2535, 2536, 2537, 2538, 2539, 2540, 2541, 2542, 2543, 2544, 2545, 2546, 2547, 2548, 2549, 2550, 2551, 2552, 2553, 2554, 2555, 2556, 2557, 2558, 2559, 2560, 2561, 2562, 2563, 2564, 2565, 2566, 2567, 2568, 2569, 2570, 2571, 2572, 2573, 2574, 2575, 2576, 2577, 2578, 2579, 2580, 2581, 2582, 2583, 2584, 2585, 2586, 2587, 2588, 2589, 2590, 2591, 2592, 2593, 2594, 2595, 2596, 2597, 2598, 2599, 2600, 2601, 2602, 2603, 2604, 2605, 2606, 2607, 2608, 2609, 2610, 2611, 2612, 2613, 2614, 2615, 2616, 2617, 2618, 2619, 2620, 2621, 2622, 2623, 2624, 2625, 2626, 2627, 2628, 2629, 2630, 2631, 2632, 2633, 2634, 2635, 2636, 2637, 2638, 2639, 2640, 2641, 2642, 2643, 2644, 2645, 2646, 2647, 2648, 2649, 2650, 2651, 2652, 2653, 2654, 2655, 2656, 2657, 2658, 2659, 2660, 2661, 2662, 2663, 2664</p>			
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Pro & Contra: Argumente aufführen

Um eine Entscheidung oder ein wichtiges Massnahmenfeld zu bewerten, hilft es, die Argumente des Pro und des Kontra (Vorteile und Nachteile) aufzuführen. Versuchen Sie in der folgenden Tabelle Argumente aufzuzeilen, die für oder gegen einen Vorhaben sprechen.

Welche Argumente sprechen sich dafür? Welche Argumente sprechen sich gegen?

Prospäktive / Vorteile für die Argumente subjektiv werden:

<div> <div>Pro</div> <div>Contra</div> </div> <div> <div> <div></div> <div></div> </div> <div> <div></div> <div></div> </div> </div>	<div> <div>Pro</div> <div>Contra</div> </div> <div> <div> <div></div> <div></div> </div> <div> <div></div> <div></div> </div> </div>
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Individuelle

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Individuelle

35

Our learnings so far

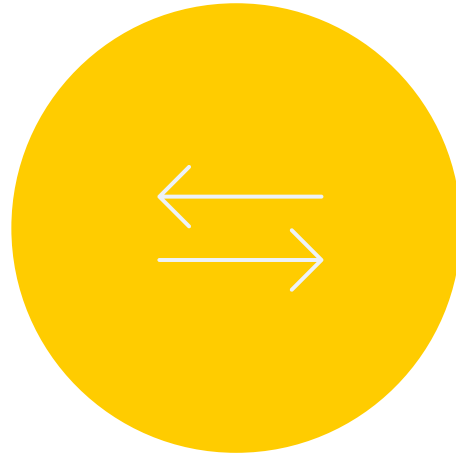
Insights, Learnings and Challenges

Awareness is key



Willingness is there - but it takes time

In a large company, it takes time and patience to create broad awareness and generate a measurable impact.



An interdisciplinary task

Close exchange with departments such as Compliance, Security or UX is important.



Opportunity vs. risk

How can we anticipate risks while also approaching the topic in an opportunity-oriented manner?



Timing: Isn't it too early?

How do we get projects & initiatives to engage with digital ethics early on?

Thank you.



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