

Data Kills.

Who should “accept” the risk and responsibility?

We “Accept” Commodity Risks:

- Vehicles are involved in the death of over a million people every year.
- Liquor is considered a major factor in millions of deaths every year.
- Tobacco smoke is considered the major factor in millions of deaths every year.
- Oil combustion creates carbon emissions which are linked to global climate change.
- Cannabis use has been linked to brain damage and mental health problems.

- Data errors and breaches cause problems, ***just like other commodities***:
 - Secrets leaked in war have caused death.
 - Bad data has caused explosive process control failure.
 - Data related to rumours and bullying have caused suicide.
 - Medical errors may be the 3rd leading cause of death in the USA.
 - Etceteras...



Commodity	Age	Who's commonly blamed for problems?
Liquor	Millennia	Consumer (ie: Drunk Drivers)
Tobacco	Centuries	Industry (ie: Addicted Smokers)
Vehicles	Centuries	Consumer (ie: Driver vs Manufacturer)
Oil	Millennia	Industry (ie: Big Oil vs SUV Driver)
Cannabis	Millennia	Consumer (ie: Stoners)
Data	Millennia	Industry (ie: Facebook “free” service)

Data decisions create liability:

- Industry Terms & Conditions are rarely explicitly understood before being “accepted”.
- Industry is often required to pay compensation for data problems.

Are different types of data different?

Such as Open Data?

If you think perception needs to be carefully managed,

then you need to work this agenda with industry data groups.

