

10th Annual Ethics Panel

When: Wednesday, March 28, 2012

Time: 3:00 P.M. - 5:00 P.M. (Reception to follow)

Where: University Center

Cost: Free

Topic: Caution: Digital Big Brothers are Tracking You... Is this Ethical? - Exploring the Ethical Issues of Data Mining as We Enter the Cloud.

Every time you click on a website, pay for something with a credit card, or drive across a toll bridge using your FastTrak, you leave a digital trail. Ever think about who's paying attention to that trail? It's not just Big Brother Government; it's also Big Brother Google, Big Brother Target, Big Brother Facebook, and even Big Brother CSUMB. It's called Data Mining and your digital data is very valuable, especially when it's viewed demographically.

As our digital culture embraces the promises of Cloud computing and doing almost everything online, is it possible for individuals to retain any sense of privacy?

Join a panel of experts from Silicon Valley as we discuss the ethical issues relating to life in the Digital World.