



California State University
MONTEREY BAY

15TH ANNUAL
ETHICS AND RESPONSIBLE BUSINESS FORUM
@ CAL STATE MONTEREY BAY

PROGRAM AGENDA

Ethics and Responsible Business Forum

March 7, 2017, 3-5pm

- **Welcome and Logistics: Jeff Froshman**
- **Introductions: Dean Shyam Kamath & President Eduardo Ochoa**
- **Keynote Addresses: David Brin & Lee Tien**
- **Panel Discussion: Moderated by Bud Colligan**
- **Q & A**
- **Closing Remarks: Provost Bonnie Irwin & Chair Marylou Shockley**
- **Reception: 5-6pm**



College of Business

<https://csumb.edu/business>

Undergraduate Programs:
Business Administration B.S.
Concentrations:
Accounting
Agribusiness
Entrepreneurship/Intrapreneurship
Hotel/Resort Management
Hospitality Management
Information Technology/e-Commerce
Management & International Business
Marketing

Graduate Programs:
Management and Information Technology
M.S. (Offered in collaboration with the School
of Computing & Design)
Masters of Business Administration (MBA)

College of Science

<https://csumb.edu/science>

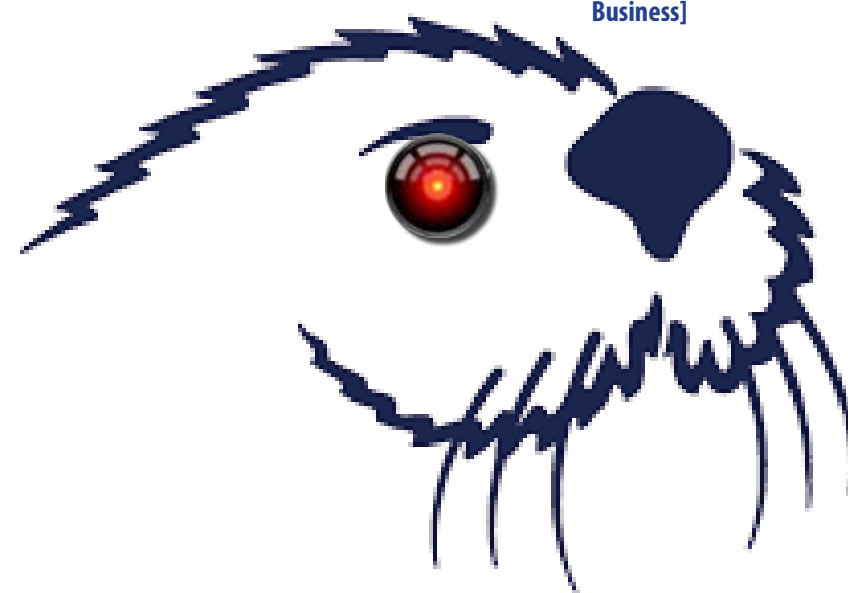
Undergraduate Programs:
Biology B.S.
Environmental Science, Technology & Policy B.S.
Marine Science B.S.
Environmental Studies B.A.
Environmental Studies Minor
Environmental Health Policy Minor [in
conjunction with the Health, Human Services,
and Public Policy Department]
Mathematics B.S.
Mathematics Minor
Statistics Minor
Computer Science B.S.
Communication Design B.S.
Communication Design Minor
Computer Science Minor

Graduate Programs:
Marine Science M.S. (administered through
Moss Landing
Marine Laboratories and CSUMB)
Applied Marine and Watershed Science M.S.
Instructional Science and Technology M.S.
Management and Information Technology
M.S. [in conjunction with the College of
Business]

**College of Arts, Humanities,
and Social Sciences**

<https://csumb.edu/cahss>

Undergraduate Programs:
Music & Performing Arts Department
Music B.A.
Music Minor
Cinematic Arts & Technology B.A.
Cinematic Arts & Technology Minor
Visual & Public Arts Department
Visual & Public Art B.A.
Visual & Public Art Minor
Human Communication B.A.
Integrated Studies Special Major B.A.
Chicano/a Studies Minor
Creative Writing and Social Action Minor
Human Communication Minor
Journalism and Media Studies Minor
Peace Studies Minor
Pre-Law Minor
Writing & Rhetoric Minor
Global Studies B.A.
Global Studies Minor
International Health Policy Minor [in
conjunction with the Health Human Services
and Public Policy Department within the
College of Professional Studies]
Social & Behavioral Sciences B.A.
Global Studies Minor
Peace Studies Minor
Sociology Minor
Psychology Department
Psychology B.A.
Psychology minor
World Languages & Cultures B.A.
Japanese Language & Culture B.A.
Spanish B.A.
Hispanic Cultures and History Minor
Latin American Studies Minor
Japanese Culture and History Minor
Japanese Language and Culture Minor
Spanish Language and Hispanic Cultures Minor

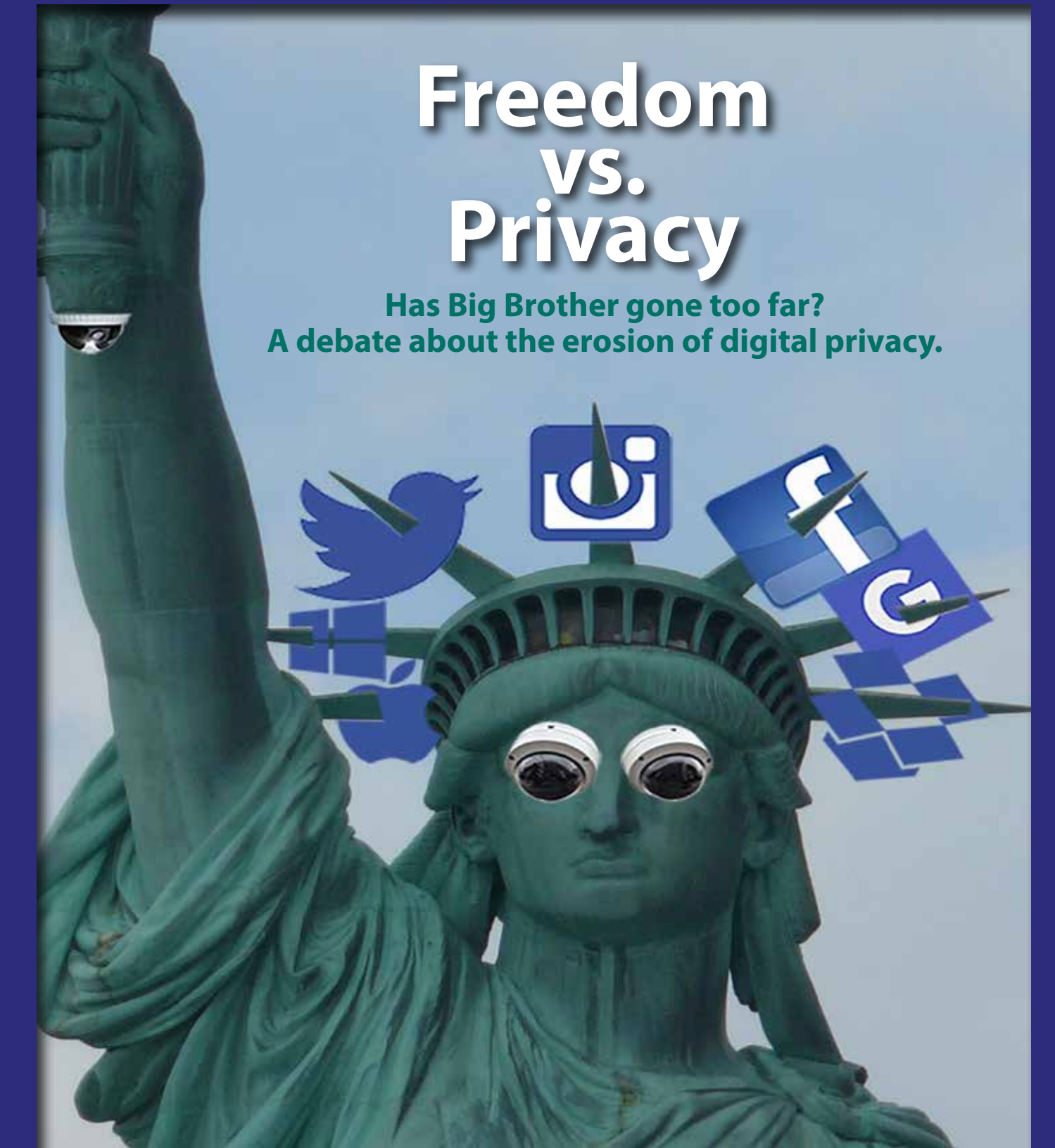


15TH ANNUAL
ETHICS AND RESPONSIBLE BUSINESS FORUM
ORGANIZING COMMITTEE

Kevin Cahill, *Faculty, College of Science*
Callie Chastain, *Analyst, College of Business*
Linda MacDonald Glenn, *Faculty, College of Science*
Shyam Kamath, *Dean, College of Business*
Mridula Mascarenhas, *Faculty, College of Arts, Humanities and Social Sciences*
Gary Schneider, *Faculty, College of Business*
Marylou Shockley, *Department Chair, College of Business*

Student Association Partners:
Accounting Society, Alpha Kappa Psi, Associated Students, and Business Club

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**Freedom
vs.
Privacy**

Has Big Brother gone too far?
A debate about the erosion of digital privacy.

Printed on recycled paper

Sponsored by College of Business, College of Science and College of Arts, Humanities and Social Sciences
with support from Associated Students

WELCOME

Message from the Dean of CSUMB's College of Business

Welcome to our 2017 Ethics and Responsible Business Forum on the ethics of digital privacy! This is the fifteenth year in which we present and provoke deep discussion and reflection on the pivotal ethical dilemmas of our time. Our goal is to intellectually excite and educate our students, faculty and local community members about critical contemporary moral dilemmas. The debate over digital privacy raises moral issues in terms of personal identity and social responsibility, privacy and transparency, and the very meaning of personal ownership. Should Big Brother either in the form of large corporations or our government know everything there is to know about us and shouldn't we know everything about them? How do we draw the line between what we want known and what we don't, or whom we want to know it? Should laws around an absolute right to privacy be defended or should complete transparency be the best guarantee for an open and privacy-seeking society? I hope you enjoy today's forum and grapple with these difficult ethical questions. The College of Business, the College of Science and the College of Arts, Humanities and Social Sciences at CSUMB work collaboratively to provide an outstanding inter-disciplinary moral education. Please join us in celebrating our university's commitment to academic excellence, student success, regional development and an open society through intellectual debate and new ideas!

Message from the Dean of CSUMB's College of Arts, Humanities and Social Sciences

I am honored to join my fellow deans in welcoming you to the 15th Annual Ethics and Responsible Business Forum. At its best the Forum represents cross campus engagement across colleges and disciplines to address important issues of our time, providing an opportunity to bring together our knowledge and skills to explore the ethical underpinnings of business practices. This year's presentation raises key questions of the digital age regarding the definitions of freedom and privacy, the extent to which surveillance is normalized and deemed necessary, and the extent to which rights to privacy and choice are maintained. This conversation began in earnest with the passage of the "Patriot Act" and continues today in the context of this past year's presidential election and the multiple transgressions of digital spaces, the proposed restrictions from and surveillance (including demand to see your social media prior to entry) at our international ports, and more. Thank you for joining us for this important conversation.

Message from the Dean of CSUMB's College of Science

The College of Science is proud to participate in this open discussion and debate on the ethics of digital privacy. In today's digital society where social media platforms, internet history, search engines, email, credit card transactions, phone and text records remain forever, there is exponential growth in the volume of information collected about us and our behaviors. The information can be used to link us to old acquaintances, suggest products we are likely to buy, or destinations where we would love to travel. The same information can be used to accurately predict some health conditions and behaviors which most would consider to be the most sensitive and private of information. Is it reasonable to expect that this information might be used for those things which we consider helpful, and yet not for those which cross some line? Is it even clear where that line is? What are the moral and ethical obligations of a company to help law enforcement discover information when national security is at risk, when that help may come at the cost of privacy for all? These are some of the most pressing questions of our time, and academic discussions such as this forum will help educate our students and the broader society on the issues so central to our democracy.



Dr. Shyam Kamath



Dr. Ilene Feinman



Dr. Andrew Lawson

KEYNOTE SPEAKERS



David Brin is a scientist, inventor, and New York Times bestselling author. With books translated into 25 languages, he has won multiple Hugo, Nebula, and other awards. A film directed by Kevin Costner was based on David's novel *The Postman*, with other works under option. David's science-fictional *Uplift Saga* explores genetic engineering of higher animals, like dolphins, to speak and join our civilization. In *EARTH* and *EXISTENCE* he explores near future trends that may transform our world.

As a scientist/futurist, David is seen frequently on television shows such as *The ArchiTechs*, *Universe*, and *Life After People*, with frequent appearances on PBS, BBC and NPR. He has consulted for original shows like *Ascension*, *Seven Days* and *Century City*. A patent-holding inventor, he is in-demand to speak about future trends, keynoting for IBM, GE, Google, Procter & Gamble, SAP, Microsoft, Qualcomm, the Mauldin Group, and Mitre Research, all the way to think tanks, public agencies, intelligence services and the White House. With degrees from Caltech and the University of California-San Diego, Dr. Brin serves on advisory panels ranging from astronomy and NASA's Innovative & Advanced Concepts program (NIAC) to others dealing with artificial intelligence, nanotech, SETI, national defense to technological ethics. His nonfiction book *The Transparent Society: Will Technology Make Us Choose Between Privacy and Freedom?* explores the dangers of secrecy and loss of privacy in our modern world. It garnered the prestigious Freedom of Speech Prize from the American Library Association. (<http://www.davidbrin.com>)



Lee Tien is a Senior Staff Attorney and the Adams Chair for Internet Rights at the Electronic Frontier Foundation, specializing in free speech law, including intersections with intellectual property law and privacy law. Before joining EFF, Lee was a sole practitioner specializing in Freedom of Information Act (FOIA) litigation. Mr. Tien has published articles on children's sexuality and information technology, anonymity, surveillance, and the First Amendment status of publishing computer software. Lee received his undergraduate degree in psychology from Stanford University, where he was very active in journalism at the *Stanford Daily*. After working as a news reporter at the *Tacoma News Tribune* for a year, Lee went to law school at Boalt Hall, University of California at Berkeley. Lee also did graduate work in the Program in Jurisprudence and Social Policy at UC-Berkeley. (<http://www.eff.org>)

MODERATOR



John C. "Bud" Colligan is a community activist, social entrepreneur, investor and company builder. He is Co-Chairman of the Monterey Bay Economic Partnership, a non-profit community-development organization, founder and CEO of South Swell Ventures, a private investment firm, former partner at Accel Partners, a global venture capital firm, and former Chairman and CEO of Macromedia, a multimedia software company. In 1983, Colligan joined Apple Inc. as part of the team that launched the groundbreaking Macintosh personal computer. He later headed Apple's higher-education marketing group and grew revenues to more than half-a-billion dollars within three years. During his tenure at Apple, Colligan funded and sponsored Apple's visionary Knowledge Navigator video that premiered at Educom in 1987. As an early expert in education technology, in 1989, Colligan was recruited to be the CEO of Authorware, a computer-based learning software provider. In 1992, he co-founded Macromedia, resulting from the merger of Authorware and MacroMind-Paracomp. He served as CEO of Macromedia from 1992 to 1997 and took the company public on NASDAQ in December, 1993. In 1996, Ernst and Young recognized Colligan as the "Software Entrepreneur of the Year." He served as Chairman of the Board of Macromedia until July, 1998. During Colligan's tenure, Macromedia's annual revenues grew to more than \$100 million. In 2005, Adobe Systems acquired Macromedia for \$3.4 billion. In 1976, Colligan graduated cum laude and Phi Beta Kappa from the Edmund A. Walsh School of Foreign Service at Georgetown with a BSFS in International Economics. In 1983, Colligan earned an MBA from the Stanford Graduate School of Business.

PANELISTS



Nate Cardozo is a Senior Staff Attorney on the Electronic Frontier Foundation's digital civil liberties team. In addition to his focus on free speech and privacy litigation, Nate works on EFF's security and crypto policy and the Coders' Rights Project. Nate has projects involving export controls on software, state-sponsored malware, automotive privacy, government transparency, hardware hacking rights, anonymous speech, electronic privacy law reform, and Freedom of Information Act litigation. A 2009-2010 EFF Open Government Legal Fellow, Nate has a B.A. in Anthropology and Politics from U.C. Santa Cruz and a J.D. from U.C. Hastings.



Joseph DeLuca has dedicated his career of nearly 37 years (and counting) to driving meaningful improvements in our healthcare system through focused informatics and performance excellence initiatives. Mr. DeLuca enjoys a reputation for insightful future scanning and scenario predictions, practical application of future state vision, and alignment of information technology to service and operational requirements. The result: enhanced market position, quality, efficiency, efficacy, and patient safety. Mr. DeLuca is the Managing Practice Director of IT Optimizers, a health care informatics and information technology consultancy. Mr. DeLuca is a Fellow of the American College of Healthcare Executives (FACHE), and holds a Bachelor of Arts degree in Biology from Lawrence University and a Master of Arts degree in Health Services Administration from the University of Wisconsin, Madison.



Eric Goldman is a Professor of Law, and Co-Director of the High Tech Law Institute, at Santa Clara University School of Law. He also supervises the school's Privacy Law Certificate. Before he became a full-time academic in 2002, he practiced Internet law for 8 years in the Silicon Valley. His research and teaching focuses on Internet, IP and advertising law topics, and he blogs on these topics at the Technology & Marketing Law Blog.



Mridula Mascarenhas is an Assistant Professor in the Department of Humanities and Communication at California State University, Monterey Bay. She teaches classes in Rhetoric and Communication Ethics. She earned her PhD from the University of Wisconsin, Milwaukee, in Rhetorical Studies. Her research interests focus on public discourse in political and religious contexts. She is also developing and exploring an interest in the intersections between communication ethics and technology.



Kaliya "Identity Woman" Young is an independent advocate for the rights and dignity of our digital selves. In 2004 she co-founded the Internet Identity Workshop and 12 years later it is the world's leading forum for innovators in user-centric and self-sovereign identity. In 2010 she founded the Personal Data Ecosystem Consortium, a trade association for startups building tools for people to collect, manage and get value from their personal data. She consults with a range of clients including governments, telco's and banking institutions about how to understand innovate and design identity systems. She is a Canadian, Cal grad, water polo player, the leading scorer her freshman year the first year they had varsity team. You can find her on the web at <http://www.identitywoman.net> and on twitter @identitywoman.