

INSIDE



PAGE 2

- > Center for Ethics Speaker Series
Featuring Emma Rees

PAGE 3

- > Notes from the Board:
The Role of Business Ethics and Cybersecurity in the Digital World
- > West Point Conference

PAGE 4

- > Meet Jordan Hurwitz
- > Mark Your Calendars

PAGE 5

- > Data: How Much Is Too Much?

Ethics and Cybersecurity

by Robert Marley
Director, Center for Ethics



Guess what just turned 30? No, not Justin Bieber quite yet (he is currently 25), but rather the world wide web, which enabled his fame. Aside from changing the way that each of us does things every day, the web has also given rise to entirely new professions laden with ethical concerns. In this issue we consult with industry experts who share their insights with regards to the ethical considerations surrounding Cybersecurity. Just as children mature into adults, the web continues to evolve into higher forms of interconnectivity — bringing us both joys and sorrows.

The Complicated Ethics of Data Breach Notifications

by Miloslava Plachkinova
Assistant Professor, Cybersecurity

"We recently discovered that an unauthorized party has been accessing our customer database for the last four years. While we do not believe that any customer records have been compromised, we recommend you change your password."



Miloslava Plachkinova

Doesn't this sound awfully familiar? Probably because we receive emails like these at least a few times a month. We are constantly assured there is no imminent danger, our personal data is secure, and the company is working closely with the authorities to resolve the situation. From a legal perspective these types of emails follow all the regulations. From a business perspective you are told the bare minimum so the company does not lose you as a loyal customer. After all, they are the victim and the hackers are the bad guys, right?

What is the truly ethical thing to do when you disclose a data breach to your customers? Federal laws are obscure and do not establish clear rules for disclosure. Most organizations take advantage of this ambiguity and delay their public announcement as long as permissible. While legal, such actions seem to be anything but ethical. In other words, although many

corporations claim to put their customers first, many organizations involved with data breaches seem to do so only when it suits them.

You may be shocked to learn that, according to the Health Insurance Portability and Accountability Act (HIPAA) Privacy, Security, and Breach Notification Rules, if a medical records information breach affects fewer than 500 individuals, notice of the breach need only be

continued on page 2

Center for Ethics Speaker Series Featuring Emma Rees

By *Jordan Hurwitz*
Staff Assistant I, Sykes College of Business



Emma Rees, Director of the University Of Chester United Kingdom's Institute of Gender Studies, visited The University of Tampa to speak to the Tampa community about the intricacies of feminism.

Jordan Hurwitz

Rees' expertise pertains to gender and the representation in English literature and film. Along with her two published books, she is writing a third titled *That is a Feminist Issue*. Additionally, Rees is a contributing writer to the *Times Higher Education* magazine and serves on editorial boards such as *Gender and Education* and *Assuming Gender*. She was recently appointed as a consultant to the *Oxford English Dictionary* in 2016 helping to redefine words related to the female body. Rees travels internationally speaking on feminism. Her talks, which are entitled "Who Broke Feminism?" deliver a serious, controversial message with a humorous flare.

In her February 19th HotSeat presentation, Rees focused on the problematic image that the



word "feminism" carries today. In her presentation, she argues feminism is needed now more than ever, yet very few people identify themselves as "feminists". Rees continually asked the audience why. During the presentation, Rees also explored feminist anger, acknowledgment of economic and cultural privilege, and thinking globally while acting locally and agitating politically. She denounced the frivolous assumptions that feminists can only be radical women, and instead advanced the idea that feminists are people fighting for what is right. Rees concluded her presentation with insight on how to fight for feminism and better equality and encouraged students and faculty to take action.

The Complicated Ethics of Data Breach Notifications...

continued from page 1

submitted annually to the Department of Health and Human Services. But what if you are one of the 499 patients whose data has been stolen and is now being used to commit fraud on your behalf? How is this even remotely fair to you? Such discrepancies between the law and ethics are harmful to society because they undermine individuals' faith in the legal system and discourage all of us from fighting for our rights — after all, we are the true owners of the data. So where do we go from here? The good news is that all 50 states currently have some laws on data breach notifications. The bad news is such legislation is still missing on a federal level; for example, Bill S.2179 - Data Security and Breach Notification Act, has been on hold in Congress since 2017. Meanwhile in Europe, the General Data Protection Regulation (GDPR) was enacted in 2018. While we can hope the U.S. will soon follow this example, nothing can change the fact that providing individuals with more control over their data and better data breach notifications is the right thing to do.



Notes from the Board: The Role of Business Ethics and Cybersecurity in the Digital World

By Brent Fernandez
IT Program Manager, Ancestry



Brent Fernandez

The 'world wide web' turned 30 this month – feel old yet? Although the digital world has been here for awhile, people are now sharing their data with a much broader audience than they may have ever intended – the

entire world. By sharing personal data online, knowingly and unknowingly, people have exposed themselves to a litany of cybersecurity threats that exist or will exist in the future. Cybersecurity threats are increasing every year with no signs of slowing down. The 2018 Identity Fraud Study revealed that the number of identity fraud victims increased by eight percent (rising to 16.7 million U.S. consumers) from 2017, a record high since Javelin Strategy & Research began tracking identity fraud in 2003.

Cybersecurity threats are not only felt by consumers. A survey by Osterman Research found that 61 percent of SMBs (small and midsize businesses) experienced a cyber-attack in 2017. Approximately half of these organizations lost employee and customer data due to cyber theft. 2018 was another banner year for cybersecurity breaches and consumer data exposure. Some of the biggest names for 2018 data breaches include T-Mobile, Marriot, Google, Facebook and Orbitz. Facebook alone dealt with a slew of major breaches that affected more than 100 million users. These breaches cause significant losses to a company's bottom line and just as importantly, loss of customer trust. Customer trust can be defined of as the sum of data security and customer privacy. Where and when do business ethics take a front-seat in protecting customer trust from cybersecurity threats? The answer should be everywhere and all the time. An ethical obligation is a standard that defines a moral course of action. For decades the medical profession has been the most referenced example for requiring and enforcing ethical standards. Today, we are

experiencing a promising increase in the number of organizations that are including cybersecurity obligations in their ethical codes. These organizations span a variety of consumer segments, but not every company takes cybersecurity serious enough to ingrain it in their ethical code of conduct. We should strive for an ethical business environment that champions customer trust with the motto "Say what you are doing and do what you say". For example, if we say we are not collecting your location information then we do not collect it, period – sounds simple enough, right?

Working at [Ancestry.com](https://www.ancestry.com), I have personally observed how customer data protection is taken to a whole new level – the DNA level. When you introduce the concept of storing a customer's DNA information, the AT-CG building blocks of their unique life, the severity of a data breach is exponentially more momentous. The ethical considerations that take place daily – from the board room to the individual engineer – are substantial. In just the past year, we have seen popular DNA at home test companies share their data with the FBI, incur a data breach of user data, and start partnering with pharmaceutical companies. These actions have rightfully made consumers extremely wary of sharing their unique DNA information. Consequently, this industry offers a case study for the importance of advocating customer trust by having fundamental ethical standards to protect against cybersecurity threats. As our lives become increasingly more reliant on technology and our personal data at higher risk of cyber threats, it is critical that businesses of all shapes, sizes and segments explore the incorporation of ethical standards in their approach to cybersecurity. These steps will help protect consumers and consequently increase the likelihood of long-term business success. Customer trust is paramount, and companies should do everything they can to protect it.

WEST POINT CONFERENCE

On Friday, March 1, the Center for Ethics hosted the Hillsborough County High School Leadership and Ethics Conference, an annual event organized by the West Point Society of the Florida West Coast. This year 130 students from 29 Hillsborough County high schools participated in the all-day event, which developed and improved students' leadership and ethical skills. The students are selected by their high schools as individuals with high leadership potential and excellent moral and ethical character. The event was a great success, culminating with student-produced skits, which gave participants the opportunity to apply the day's lessons by creating a unique approach to resolve an ethical dilemma they were assigned.



Deanna House, professor of cybersecurity (left); Carol Barkalow, Keynote Speaker, (center); Deirdre Dixon (third from right); Robert Marley, associate professor of accounting (second from right); and Sean McCoy, conference director (right), with students from Newsome High School.

Meet Jordan Hurwitz

By Jordan Hurwitz

Staff Assistant I, Sykes College of Business

Hello! My name is Jordan Hurwitz and I am the new Staff Assistant I, Sykes College of Business at The University of Tampa. I assist with coordinating operations for the Center. I recently graduated from The University of Tampa in December 2018 with a Bachelor of Science in criminology/criminal justice and began working for The Sykes College of Business at the end of January 2019.

I am originally from Springfield, MA, but I escaped the harsh winters and moved to Tampa in August of 2015. Tampa quickly became home to me; as much as I love New England, Tampa's vibrant lifestyle intrigued me to stay. I enjoy going to the beach every chance I can and participating in outdoor events and activities. My favorite attraction in Florida is kayaking in Weeki Wachee Springs because of the crystal clear water and beautiful forest that surrounds it.

Aside from working at UT and enjoying the outdoors, I volunteer with Guardian Ad Litem in Tampa. Guardian Ad Litem are court-appointed child advocates; therefore I work with children within the dependency system, and I act as their voice in Court. I ensure that the child's best interests remain a high importance and they are given the best opportunities possible. This field of work comes with its challenges, but has become a very important part of my life, and I appreciate the work that this department does and the values it stands for.

The Center for Ethics has already brought many learning opportunities and those that I work with have greatly instilled the importance of ethics in our professional and personal lives. I look forward to working for the Center and meeting you at events.



Jordan Hurwitz

MARK YOUR CALENDARS

THE 2019 ETHICS AWARD BREAKFAST
IS NOVEMBER 8, 2019



The annual Tampa Bay Ethics Award honors an individual from the local business community for their longstanding commitment to integrity, virtue, and devotion to upholding high ethical standards. Each year's winner is selected on the basis of maintaining moral values and high ethical standards in their daily activities and professional career. This year, the event will be held at 7:30 AM on November 8, 2019 in the Vaughn 9th floor Crescent Room at The University of Tampa and breakfast will be served. We are accepting nominations for award winners until May 1st. You can nominate an individual by e-mailing ethics@ut.edu or visiting <http://www.ut.edu/centerforethics/nominationform/>.

Mark your calendars and we hope to see you there!

Data: How Much Is Too Much?

By Kirk Hazlett, APR, PRSA
Adjunct Professor, Communications

**“A little learning is a dangerous thing.
Drink deep or taste not the Pierian spring.”**

British poet Alexander Pope may have been more prescient than he realized when he penned the above quote in “An Essay on Criticism” in 1711, spurred by the widespread availability of information thanks to the advent of the printing press. The concept of information overload had arrived. While technology has changed since 1711, there was concern even then about the collection and (mis)use of information. Perhaps the adage, “The more things change, the more they stay the same” applies.

As data users (and creators), we fail to fully comprehend the magnitude and implications of that awesome responsibility. All too often, the temptation to “just dig a little deeper” sets in. Perhaps this is natural human curiosity. But, more and more often, the motives seem to become “what else can we dig up to use against them?”

This should raise concerns for those among us who maintain an active presence in the cyberworld. Is what we access or share in peril of being misappropriated by someone with less-than-honorable intentions? And, more importantly, is what we are accessing or sharing accurate?

For those who still watch mainstream media, is what is purveyed as news as representationally faithful as in days past? Speaking personally,

it seems as hardly a day passes that there isn’t at least one reminder of how some type of information has been acquired in what appears to be a questionable fashion and is subsequently used for an equally questionable purpose — whether to discredit a public figure or dupe an unsuspecting public into believing a certain way. This, in turn, raises a larger question. . . who bears responsibility for the ethical acquisition and subsequent dissemination of data gleaned through cyber-activities?

The long and short answer is “We all do.” From top management to line workers, anyone and everyone who plays a role in disseminating information shares an equal responsibility in monitoring its use. But it is incumbent on those leading organizations to establish the guidelines for cyber-activity information use.

First and foremost, perhaps we could agree upon some variation of the medical profession’s Hippocratic Oath: “*First, do no harm.*” Then I would gently suggest incorporating the spirit of the Golden Rule: “*Do unto others as you would have them do unto you.*” With these two pillars of wisdom as a foundation, management could then communicate clearly and definitively the organization’s commitment to ethical action, with no-nonsense descriptions of individual responsibilities. Finally, to ensure that



Kirk Hazlett

misunderstanding or misinterpretation of these guidelines is minimalized, relevant examples of what might constitute unethical action needs to be incorporated.

Ethical conduct in cyberspace is, or should be, a mirror image of society’s overall belief in and commitment to ethical behavior everywhere else. And the question that must be asked. . . and answered is, “How much is *too* much?”

BE INVOLVED WITH THE CENTER FOR ETHICS

The Center for Ethics is seeking two student members for the advisory board. Student members will have the opportunity to help plan events, participate in board meetings and learn more about the center’s day-to-day activities.

More information is to come in August at:

<https://www.linkedin.com/showcase/university-of-tampa-center-for-ethics/>

For more information please e-mail Prof. Robert Marley at rmarley@ut.edu.





Getting to know you and what you care most about—planning for college, taking care of an elder family member, passing a legacy to future generations, buying a second home—is so important. Once we understand your priorities, together, we can help you pursue the goals you’ve set for yourself and your family. Call to learn more today.



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