




**NAME:** RoadPricing 

**DATE:** May 16, 2026 10:16 PM


**DESCRIPTION OF TECHNOLOGY**  
 This project is going to be used by the government and road users in Belgium, so that they can view their rides and eventually pay taxes for them.

**HUMAN VALUES** 


Some users may travel due to cost constraints with the car tracker. This is less of an issue for the more wealthy people because they can pay the bills. This is more a problem for less wealthy people because they can suffer more from the road pricing.  
 Some citizens may value privacy a lot and do not want their car to be constantly tracked.

**TRANSPARENCY** 


This project can be open source so that if users want to see the way it behaves they can always have a look at it. On our website we will inform people how everything works and where the money goes if a payment is made.

**IMPACT ON SOCIETY** 


Because of the climate change, the European Union has decided to introduce road pricing. This is done so that you have to pay taxes for every kilometer you drive. This should make people use public transport more often.

**STAKEHOLDERS** 


- Road user
- Government
- Interpol

**SUSTAINABILITY** 


There have to be a lot of production for car trackers. This in itself will have a lot of environmental costs. This could be minimized by giving people the opportunity to use a car tracker on multiple vehicles.

**HATEFUL AND CRIMINAL ACTORS** 


The car trackers that are going to be used are very theft prone. Because these devices have to be placed on every vehicle, it gives people an opportunity to modify/remove these devices.  
 The system could also be used for speed monitoring.

**DATA** 


Data shortcomings could be that the data that the car tracker sends is not always accurate. Therefore it can affect pricing or location tracking.

**FUTURE** 

This could be used negatively by the government. For example they can make the prices way too high so that nobody can pay for it anymore. It could also be used for privacy invading purposes, i.e. for marketing based on your location.

**PRIVACY** 

Yes, a lot of very personal data. This varies from user data to vehicle location data. The system also keeps a history of all the rides you have made in the last couple of years.


**INCLUSIVITY** 

This technology does favor the more wealthy people, because they can easily afford the bills and thus will become less constrained to drive.

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**HUMAN VALUES** 

**How is the identity of the (intended) users affected by the technology?**

To help you answer this question think about sub questions like:

- If two friends use your product, how could it enhance or detract from their relationship?
- Does your product create new ways for people to interact?...

**TRANSPARENCY** 

**Is it explained to the users/stakeholders how the technology works and how the business model works?**

- Is it easy for users to find out how the technology works?
- Can a user understand or find out why your technology behaves in a certain way?
- Are the goals explained?
- Is the idea of the technology explained?
- Is the technology company transparent about the way their...

**IMPACT ON SOCIETY** 

**What is exactly the problem? Is it really a problem? Are you sure?**

Can you exactly define what the challenge is? What problem (what 'pain') does this technology want to solve? Can you make a clear definition of the problem? What 'pain' does this technology want to ease? Whose pain? Is it really a problem? For who? Will solving the problem make the world better? Are you sure? The problem definition will help you to determine...

**STAKEHOLDERS** 

**Who are the main users/target groups/stakeholders for this technology? Think about the intended context by...**

When thinking about the stakeholders, the most obvious one are of course the intended users, so start there. Next, list the stakeholders that are directly affected. Listing the users and directly affected stakeholders also gives an impression of the intended context of the technology.

...

**SUSTAINABILITY** 

**In what way is the direct and indirect energy use of this technology taken into account?**

One of the most prominent impacts on sustainability is energy efficiency. Consider what service you want this technology to provide and how this could be achieved with a minimal use of energy. Are improvements possible?

**HATEFUL AND CRIMINAL ACTORS** 

**In which way can the technology be used to break the law or avoid the consequences of breaking the law?**

Can you imagine ways that the technology can or will be used to break the law? Think about invading someone's privacy. Spying. Hurting people. Harassment. Steal things. Fraud/identity theft and so on. Or will people use the technology to avoid facing the consequences of breaking the law (using trackers to evade speed radars or using bitcoins to launder...)

**DATA** 

**Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into...**

There are fundamental issues with data. For example:

- Data is always subjective;
- Data collections are never complete;
- Correlation and causation are tricky concepts;
- Data collections are often biased;...

**FUTURE** 

**What could possibly happen with this technology in the future?**

Discuss this quickly and note your first thoughts here. Think about what happens when 100 million people use your product. How could communities, habits and norms change?

**PRIVACY** 

**Does the technology register personal data? If yes, what personal data?**

If this technology registers personal data you have to be aware of privacy legislation and the concept of privacy. Think hard about this question. Remember: personal data can be interpreted in a broad way. Maybe this technology does not collect personal data, but can be used to assemble personal data. If the technology collects special personal data (like...

**INCLUSIVITY** 

**Does this technology have a built-in bias?**

Do a brainstorm. Can you find a built-in bias in this technology? Maybe because of the way the data was collected, either by personal bias, historical bias, political bias or a lack of diversity in the people responsible for the design of the technology? How do you know this is not the case? Be critical. Be aware of your own biases....

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