

Cookie pop-up

A dialog box that comes up when you enter any site which displays a banner for you to set your cookie (tracking for marketing via data placement in http protocols) settings.

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Context of use: Education
Level of education: Master

Technology Impact Cycle Tool

Cookie pop-up

Impact on society

What impact is expected from your technology?

This category is only partial filled.

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

Private information use by marketing agencies is starting to become a hassle in online environment for the users. They are having difficulty viewing, setting and adjusting to individual notifications.

Are you sure that this technology is solving the RIGHT problem?

This question has not been answered yet.

How is this technology going to solve the problem?

This question has not been answered yet.

What negative effects do you expect from this technology?

This question has not been answered yet.

In what way is this technology contributing to a world you want to live in?

This question has not been answered yet.

Now that you have thought hard about the impact of this technology on society (by filling out the questions above), what improvements would you like to make to the technology? List them below.

This question has not been answered yet.

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Hateful and criminal actors

What can bad actors do with your technology?

This category is only partial filled.

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

Some sites doesn't give you much options or they deliberately hide the ways for you (make it really difficult) to not share private information. Some just access it and share it without even asking. Despite the very regulations against this.

Can fakers, thieves or scammers abuse the technology?

This question has not been answered yet.

Can the technology be used against certain (ethnic) groups or (social) classes?

This question has not been answered yet.

In which way can bad actors use this technology to pit certain groups against each other? These groups can be, but are not constrained to, ethnic, social, political or religious groups.

This question has not been answered yet.

How could bad actors use this technology to subvert or attack the truth?

This question has not been answered yet.

Now that you have thought hard about how bad actors can impact this technology, what improvements would you like to make? List them below.

This question has not been answered yet.

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Privacy

Are you considering the privacy & personal data of the users of your technology?

This category is only partial filled.

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

Authentication data: Usernames, passwords and login tokens.

Personal details: Names, email addresses, phone numbers, residential addresses, and geolocation data.

Browsing behavior: Pages visited, links clicked, search history, items added to shopping carts, and purchase history.

Device and technical info: IP addresses, browser type, language preferences, and unique user IDs used for tracking.

Do you think the technology invades the privacy of the stakeholders? If yes, in what way?

This question has not been answered yet.

Is the technology is compliant with prevailing privacy and data protection law? Can you indicate why?

This question has not been answered yet.

Does the technology mitigate privacy and data protection risks/concerns (privacy by design)? Please indicate how.

This question has not been answered yet.

In which way can you imagine a future impact of the collection of personal data?

This question has not been answered yet.

Now that you have thought hard about privacy and data protection, what improvements would you like to make? List them below.

This question has not been answered yet.

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Human values

How does the technology affect your human values?

This category is only partial filled.

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

It can be said that this technology imposes you choices and does it constantly. This behavior can be interpreted as an aim to cause people make mistakes so their information can be accessed. At some point the user will likely to start to care less about their identity and develop fatigue.

How does the technology influence the users' autonomy?

This question has not been answered yet.

What is the effect of the technology on the health and/or well-being of users?

This question has not been answered yet.

Now that you have thought hard about the impact of your technology on human values, what improvements would you like to make to the technology? List them below.

This question has not been answered yet.

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Stakeholders

Have you considered all stakeholders?

This category is only partial filled.

Who are the main users/targetgroups/stakeholders for this technology? Think about the intended context by answering these questions.

Name of the stakeholder

Every net-browsing user.

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Name of the stakeholder

Website Owners/Operators: Collect data to remember user settings, manage shopping carts, and analyze site traffic using first-party tools.

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

Are you going to take this stakeholder into account?

No

Name of the stakeholder

External Entities(!), consisting of: Advertisers and Marketing Networks, Analytics Services, Data Brokers

How is this stakeholder affected?

-

Did you consult the stakeholder?

No

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Are you going to take this stakeholder into account?

No

Did you consider all stakeholders, even the ones that might not be a user or target group, but still might be of interest?

-

Now that you have thought hard about all stakeholders, what improvements would you like to make? List them below.

This question has not been answered yet.

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Data

Is data in your technology properly used?

This category is only partial filled.

Are you familiar with the fundamental shortcomings and pitfalls of data and do you take this sufficiently into account in the technology?

Many doesn't know how the personal data is being handled. This is one of the vital points, where third parties doesn't disclose what they do with it or which channels they share it with.

How does the technology organize continuous improvement when it comes to the use of data?

This question has not been answered yet.

How will the technology keep the insights that it identifies with data sustainable over time?

This question has not been answered yet.

In what way do you consider the fact that data is collected from the users?

This question has not been answered yet.

Now that you have thought hard about the impact of data on this technology, what improvements would you like to make? List them below.

This question has not been answered yet.

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Inclusivity

Is your technology fair for everyone?

This category is only partial filled.

Will everyone have access to the technology?

This question has not been answered yet.

Does this technology have a built-in bias?

This tool assumes that every browser on one device are the same people for example. Another assumption is when you browse something you are interested in it. And one other is when you buy something you are going to keep buying it. None of this are valid yet worked with.

Does this technology make automatic decisions and how do you account for them?

This question has not been answered yet.

Is everyone benefitting from the technology or only a a small group?

Do you see this as a problem? Why/why not?

This question has not been answered yet.

Does the team that creates the technology represent the diversity of our society?

This question has not been answered yet.

Now that you have thought hard about the inclusivity of the technology, what improvements would you like to make? List them below.

This question has not been answered yet.

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Transparency

Are you transparent about how your technology works?

This category is only partial filled.

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

To make an analogy: You are being shown what props are used and what they are made of but there is no sure way to know personally what goes on behind the curtain for a planned act or who the real actors are. Acting continues behind the curtain yet even the theater only partially knows about the happenings.

If the technology makes an (algorithmic) decision, is it explained to the users/stakeholders how the decision was reached?

This question has not been answered yet.

Is it possible to file a complaint or ask questions/get answers about this technology?

This question has not been answered yet.

Is the technology (company) clear about possible negative consequences or shortcomings of the technology?

This question has not been answered yet.

Now that you have thought hard about the transparency of this technology, what improvements would you like to make? List them below.

This question has not been answered yet.

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Sustainability

Is your technology environmentally sustainable?

This category is only partial filled.

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

It is hard to tell if this category is associated with this tool but yes, a centralization if proposed can let conservation of energy possible, it is hard to say for sure to what amount.

Do you think alternative materials could have been considered in the technology?

This question has not been answered yet.

Do you think the lifespan of the technology is realistic?

This question has not been answered yet.

What is the hidden impact of the technology in the whole chain?

This question has not been answered yet.

Now that you have thought hard about the sustainability of this technology, what improvements would you like to make? List them below.

This question has not been answered yet.

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Future

Did you consider future impact?

This category is only partial filled.

What could possibly happen with this technology in the future?

People are starting to take action already. In Europe, Germany is spearheading against this and asking compliance to GDPR. In 2025 they announced their plan to implement: Die Einwilligungsverwaltungsverordnung (EinwV), which is a measure to centralize, standardize and making this process transparent to all the partaking stakeholders.

Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one utopian scenario.

This question has not been answered yet.

Sketch a or some future scenario (s) (20-50 years up front) regarding the technology with the help of storytelling. Start with at least one dystopian scenario.

This question has not been answered yet.

Would you like to live in one of this scenario's? Why? Why not?

This question has not been answered yet.

What happens if the technology (which you have thought of as ethically well-considered) is bought or taken over by another party?

This question has not been answered yet.

Impact Improvement: Now that you have thought hard about the future impact of the technology, what improvements would you like to make? List them below.

This question has not been answered yet.