

3 DATA PRIVACY AND SECURITY IN CORONAVIRUS

Data privacy and security are the top concerns for organizations. Globally, 49% of companies believe that the major challenges faced by them are data privacy and data security (MicroStrategy, 2018). By end of March 2020, more than 2,500 cyber attacks were encountered each day (Continuitycentral, 2020). Due to security vulnerabilities, Zoom came to light. Zoom falsely advertised itself as end-to-end encryption security, and fooled its customers. There was an allegation that Zoom sold user data to third parties just for advertising purposes. And hence the company failed to secure the personal information of their users. It was found that hackers are modifying their targeting activities from business to the activities that can directly target employees and end-users, that too in their homes, through sophisticated platforms such as Zoom, Netflix, etc (Continuitycentral, 2020). Therefore organizations & businesses must consider the highest ethical ways and take every possible action to secure the privacy of their employees and customers.

4 "CARE" PRINCIPLES OF DATA GOVERNANCE

The CARE principles (Carroll et al., 2020) is the concept that can change the data governance and make governance more reliable. In the following sub-sections, we will try to understand the CARE principles in detail. The rationale, development, exposition, and what CARE stands for are described in the below sub-sections.

4.1 RATIONALE

Conventional values associated with data are not in line with rights and ethics. For example, historically data belonged to the researcher, a concept that has moved under open data where research funded publicly needs to share data. Consistent changes have now centered 'people' and 'purpose' with the help of governance processes which gave importance to collective ownership & control of data. The CARE Principles works to empower people by directing their focus from consultation to relationships that are value-based and value riched. This shift is necessary as it will promote active participation in the processes of data usage, which in turn will result in attractive outcomes.

4.2 DEVELOPMENT

There exist the sheer tension between protecting rights in data and supporting open data. To solve the challenges the world is facing, a workshop was conducted in Botswana, on the topic "Indigenous Data Sovereignty". This workshop expected participants to frame principles for better data governance. During that time a framework known as FAIR principles was heavily in use. FAIR stands for Find-able, Accessible, Inter-operable, and Reusable. Participants have worked hard, researched, brainstormed, and finally concluded that existing frameworks were more data-oriented and they should look towards frameworks that are more people-oriented and purpose-oriented. Workshop participants after realizing that the current frameworks are only data-oriented they focused their attention towards the 'people' and 'purpose' by doing this the development of the CARE Principles happened. The framework created was shared with various leaders, scholars, and experts for their valuable inputs, suggestions, and feedback. The CARE Principles are designed in such a way that they complement the current FAIR Principles and also keep the focus on the People and processes that provide strength to control, access, and use data.

4.3 EXPOSITION

The CARE Principles readily helped to address important considerations for the modern-day ecosystem of data and the life cycle of data that support consistent innovation. The CARE Principles introduce some high-level actions that are applicable under research, institutional data settings, etc. The major goal is to effectively implement CARE and FAIR Principles in the real world, both of them are conceptually different, but the Principles define rights, interests, and concepts in a clear way. This combination of principles can facilitate control in data governance.

4.4 "CARE" CONCEPTS

CARE stands for Collective benefit, Authority to Control, Responsibility, and Ethics. All these four concepts form the pillars for data management and governance. All four concepts are explained separately below.

- Collective Benefit

Data must provide collective benefit to people so that they can achieve innovation, growth, improve governance, and much more. Benefits can only be enjoyed when data ecosystems are framed in a way to support nation and community to use data, usage of data