

Unit V — Ethics, Security, Sustainability & Leadership

Emerging Technologies for Business | BMB IT 02

Unit V: Ethics, Security, Sustainability and Leadership in Emerging Tech

Syllabus: Data privacy, security and compliance (GDPR, other regulations); cybersecurity issues in cloud, AI, IoT and blockchain adoption; ethics and bias in AI, big data and immersive technologies; sustainable technology adoption and digital responsibility; leadership and future workplace skills — managing innovation, change management, digital strategy.

Exam Blueprint (2025-26 paper)

Topic	2025-26 paper	Marks
Data privacy	Section A	2
Cybersecurity in cloud/AI/IoT/blockchain	Syllabus weight	7
Ethics and bias in AI	Syllabus weight	7
Sustainable technology / green IT	Syllabus weight	7
Leadership and change management	Syllabus weight	7

YE QUESTION BAAR-BAAR AAYA HAI

Ye unit **MBA students ke liye sabse important** hai — kyunki isme technology ka *management* side hai, coding nahi. Aur yahi wo hissa hai jahan tum ek engineer se alag likh sakte ho.

1. Data Privacy, Security and Compliance

1.1 Data Privacy — the 2-mark question

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Data privacy is the right of individuals to **control how their personal data is collected, used, shared and retained** by organisations — including the right to know what is held about them, to consent to its use, and to have it corrected or deleted.

YAHAN 90% STUDENTS GALTI KARTE HAIN

Data privacy ≠ Data security. Ye farak exam me poocha jaata hai. **Privacy** = *should* the organisation have and use this data, and does the individual **consent and control**? It is about **rights and appropriate use**. **Security** = is the data **protected** from unauthorised access, whatever it is? It is about **protection mechanisms**. You can have **perfect security with terrible privacy** — a company that protects its servers flawlessly but sells customer data without consent is secure but not private.

1.2 Key Privacy Principles

Drawn from GDPR and adopted worldwide:

1. **Lawfulness, fairness and transparency** — a legal basis and clear disclosure
2. **Purpose limitation** — collect for a specified purpose; do not reuse for another
3. **Data minimisation** — collect only what is genuinely necessary
4. **Accuracy** — keep data correct and up to date
5. **Storage limitation** — retain no longer than needed
6. **Integrity and confidentiality** — keep it secure
7. **Accountability** — the organisation must demonstrate compliance

1.3 GDPR — General Data Protection Regulation (EU, 2018)

The world's most influential privacy law; it applies to **any organisation anywhere** that processes the data of EU residents (**extraterritorial reach**).

Rights of the data subject:

Right	Meaning
Right to be informed	Know what data is collected and why
Right of access	Obtain a copy of your data
Right to rectification	Correct inaccurate data
Right to erasure ("right to be forgotten")	Have data deleted
Right to restrict processing	Limit how it is used
Right to data portability	Take your data to another provider
Right to object	Refuse processing, including marketing
Rights around automated decision-making	Not be subject to purely automated decisions with legal effect; the right to human review

Key obligations: obtain **explicit consent**; appoint a **Data Protection Officer (DPO)** where required; conduct **Data Protection Impact Assessments (DPIA)**; report a **breach within 72 hours**; practise **privacy by design and by default**.

Penalties: up to **€20 million or 4% of global annual turnover**, whichever is higher.

1.4 India's DPDP Act, 2023

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