

ETHICAL & DIGITAL FOOTPRINTING

FOR INDIVIDUALS & ORGANISATIONS

IN COOPERATION WITH 'VERY PRIVATE HEALTH' AT PRAEVMEDIC, ZURICH, SWITZERLAND

THE BACKGROUND

Based on our core competence in cultural & ethical neutrality, we provide services in Ethical Health Management.

A central element of these services is Ethical and Digital Footprinting.

The importance of these services lies in the fact that the footprints which we leave behind in our digital and social activities are becoming not only more intertwined and complex but also increasingly valuable to ourselves and others.

This applies to individuals and organisations alike - and not least to the individuals who own and manage organisations.

THE SIGNIFICANCE OF PERSONAL & CORPORATE FOOTPRINTS

In terms of our personal legacy, it is our ethical footprints which people will remember us for.

Prior to the age of the internet and digitalisation, it was easier to take control of our personal footprint and identity.

Today, however, search engines, social media and numerous other digital platforms are using our internet behaviour to create identities with our name, our 'brand', on them.

Whether we are an individual or an organisation, these identities lie largely outside our personal control: they can be stolen or manipulated - and even completely faked - to our serious disadvantage and damage.

THE SIGNIFICANCE OF PERSONAL & CORPORATE FOOTPRINTS

The damage which is inflicted on us often involves a combination of at least two things. One is serious financial loss and the other is something which can be even more devastating: this is the damage which can be caused, firstly, to our personal *ethical health* – i.e. to our moral conscience, our dignity and our social reputation – and, secondly, to the *ethical health* of our loved ones and the organisations with which we are involved.

In particular, damage and violation of our *deep-ethics** can have a far-reaching and negative impact on our mental well-being, our emotional stability and our purpose in life.

*see Stuart D.G. Robinson (2017) 'If You Are Rethinking Your Ethics - in line with developments in digitalisation, AI, superintelligence & singularity', bbv Consultancy, Zurich, Switzerland.

THE SIGNIFICANCE OF PERSONAL & CORPORATE FOOTPRINTS

We now have to ask ourselves:

Who is it that decides who we are, what we are and how much we are worth?

Who is it that decides about our ethical health, our integrity, our dignity
and our reputation?

Or rather:

How can we exercise control over our digital identities, our ethical health
and our legacy?

Our contribution to this last question is Ethical and Digital Footprinting.

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DIGITAL FOOTPRINTING - FOR INDIVIDUALS & ORGANISATIONS

In complete confidentiality and discretion, we go through the following processes with you:

Together, we undertake an analysis of your current digital footprint including the possible identities which third parties may have created.

During the analysis, we identify any items which could impair - or have impaired - your reputation and, possibly, the reputation of others with whom you are related, or associated.

We then help you to shape your digital identity in a way which captures the professional, social and ethical image which you - as a person and/or an organisation - wish to have in the public domain. In other words, we assist in harmonising your digital footprint with your ethical footprint.

Finally, we help you to safeguard your digital footprint and all the relevant digital data which is connected with it.

ETHICAL FOOTPRINTING - FOR INDIVIDUALS & ORGANISATIONS

In complete confidentiality and discretion, we first undertake an analysis with you of how the current ethical footprint of yourself and/or your organisation is seen by relevant third-parties.

This process will include considering future scenarios and any potential and relevant third-parties which could be related to those scenarios. For those individuals or organisations who have a significant digital presence, the analysis process will usually integrate all available digital-footprint data into the analysis.

The next step is to shape your ethical identity in a way which captures the professional, social and ethical image which you, as a person and/or an organisation, wish to have in the world and to leave as the legacy of your life. This step can sometimes include enabling third-parties to recognise the true motives behind past actions and thereby correct mis-perceptions of your integrity.

Finally, we help you to safeguard your ethical footprint by identifying, anticipating and monitoring the factors which can impact on it.