7   Economics, Law and Ethics (RJA)

(*a*) Describe the provisions of the Data Protection Act.   [8 marks]

(*b*) You are designing and are about to launch a mobile phone app which will seek to understand the emotional condition of the user, using multiple inputs such as motion sensing, facial expression recognition, voice stress measurement and the analysis of entered text. Its declared purpose is to enable services to interact more empathically with users. You propose to monetize it by serving ads at times when the user is more likely to buy. Your "backers" have raised a concern that this app will be able to diagnose depression, and that in consequence you may be storing substantial amounts of sensitive personal information.

Discuss this problem from the viewpoints of both data protection law and ethics.

[12 marks]