

## **IPro 308 Ethics**

motoPRO aims to research technologies, collaborate with the motorcycle community and build a foundation for future IPro's so that we can develop a device which aids motorcyclists without endangering their privacy or safety. One feature of the device under consideration is to have data collected from a rider sent directly to the manufacturer for product development purposes. Another consideration is that the data could be accessible through online sources. These features bring to light privacy issues. Developing a data portal which ensures privacy would be essential.

Another issue raised by providing such data is safety. One of the existing purposes of collecting performance data is to improve lap times; in other words to go faster. It is unavoidable that people will sometimes ignore speed regulations? Is it ethical to provide a device which may tempt users to push their motorcycle to the limit, therefore breaking the law and possibly injuring themselves? These and other unrealized ethical issues must be considered throughout the development of the motoPRO device.