

Privacy Patrol

<u>Team Member Name</u>	<u>Year</u>	<u>Major</u>
Oladunni Adepitan	1 st year	MBA
Geoffrey Middleberg	1 st year	MBA
Phillip Bellis	1 st year	MBA
Chisom Ojukwu	1 st year	Innovation & Entrepreneurship

Advisor(s): Jeffrey S. Conradi

Topic: Palantir: Protectors of Privacy

Audience: Palantir Board of Directors

Sustainable Development Goal

SDG #16: Peace, Justice and Strong Institutions

Executive Summary

Palantir provides software solutions that generate new insights from existing data sets. Their proprietary technology enables government and private sector customers to discover new ideas about information they already possess. These insights, however, have stark consequences for society because at least one government agency has used these insights to wrongfully arrest and detain people based on conclusions the software drew. Also, a large multinational bank's compliance department was spying on its own employees when there was no known compliance risk to the bank itself.

The fundamental question that Palantir faces is how do they leverage their services in a responsible, and even, positive way? Therefore, we will propose a framework for Palantir to protect society from nefarious uses of its own platform.

Additionally, we propose uses of Palantir's technology that provide benefits to the world. For example, in Ukraine, technology is a weapon every bit as effective as artillery and guns; in Nigeria, 20% of the \$500M national election budget was allocated to analytics and technology in 2019 to ensure a free and fair election; and here in the U.S., 21 years after 9/11, the war against terrorism continues, now muddled by manipulation and misuse of data and big tech. All of these present opportunities for Palantir to use their proprietary technology for more public good. Our plan will move the company from 'Pirates' to 'Protectors' of privacy and all that is related to data technology. We will lay out a strategy that Palantir can apply to build effective, accountable and inclusive institutions at all levels, from the US to Ukraine and Nigeria.