Technologicl changes at the workplace

Workshop 1: Data

THE WHY NOT LAB

Our journey today

1 All this about data

2 Data at Work

Union Responses

All this about data

Section 1

14 sensors in a mobile phone

Proximity sensor

Ambient Light Sensor

CMOS Imager sensors

GPS sensor

Accelerometer

Humidity sensor

Microphone

Temperature sensor

Pressure sensor

Fingerprint sensor

Magnetometer

Gyroscope

Touch sensor

What's the problem?

"I've done nothing wrong"

Thing is....Its not just about you

Slower than others?

Bored?

Union organiser?

Leaving?
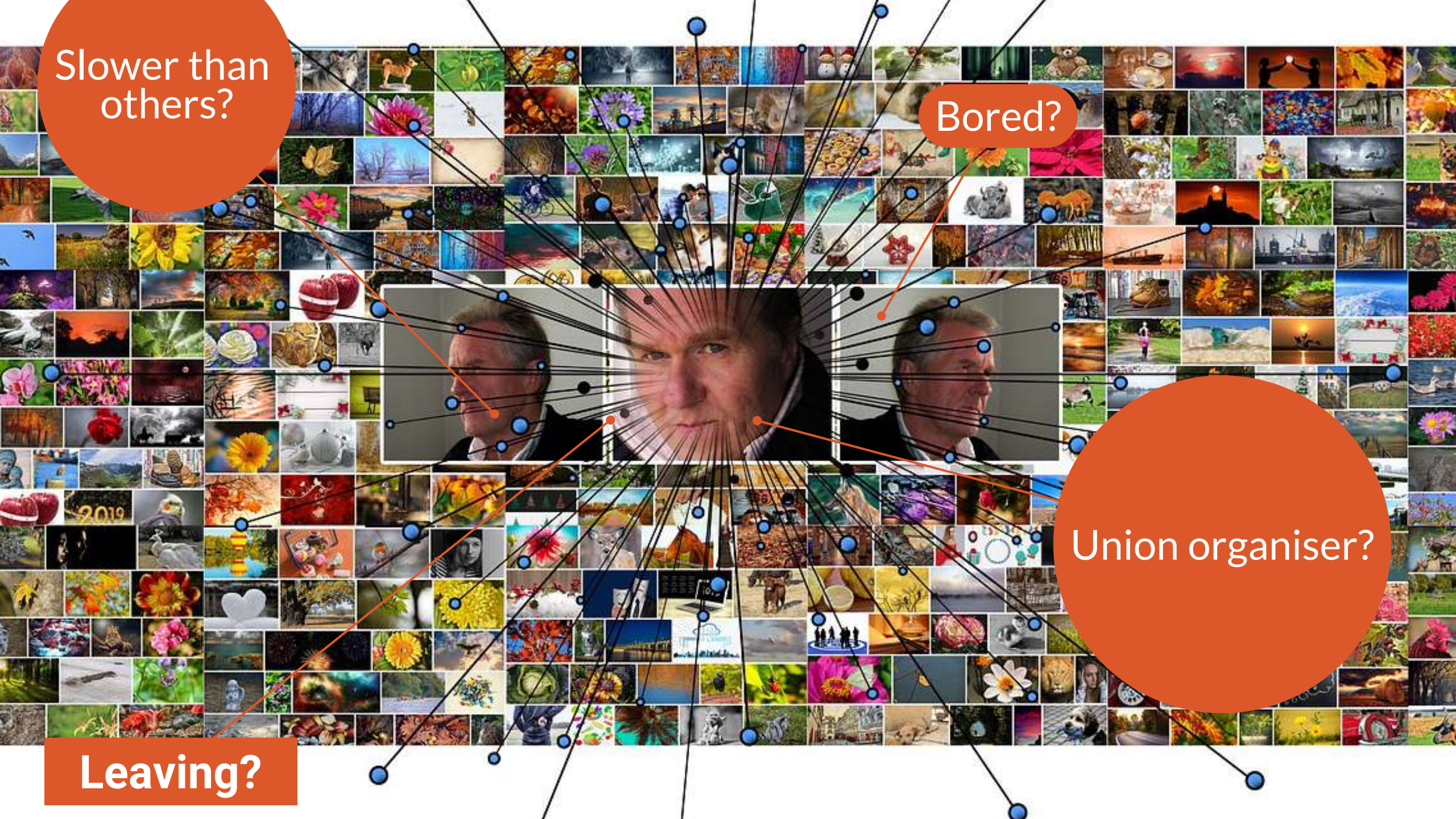
Data is Power

Why data and digital is different..

Comprehensive
wide variety of data
from multiple sources

Continuous
constant monitoring
that extends beyond
workplace

Instantaneous
real-time data collection
and analysis

Interactive
real-time
communication and
feedback

Unavoidable
embedded in work
process and devices

Worth remembering

1 Data points are extracted and inferred

2 What we do and what we don't do is measured.

3 These inferences (profiles) are affecting our lives and opportunities

What do you see, what don't you?

4 Those who have the data, have the power

Comments?

Questions?

Data at the Workplace

Types of worker data collected

Historical data

- Credit report
- Criminal record
- Employment and salary history
- Education history, processional licenses and certifications
- Driving record
- Health screening, drug and alcohol test results
- Participation in volunteer activities
- Consumer activity

Workplace activities and interactions data

- Presence and location: timeclock, at desk, in building
- Coworker interactions
- Smartphone use, Wi-Fi access, instant messaging
- Bathroom access and usage
- Body movements
- Safety habits

Digital footprint

- Social media activity
- Web presence, blogs
- Online forum participation
- Job board activity

Job activity data

- Computer activity: system login, keystrokes, screenshots, application use
- Internet activity: email content, web searches
- Machine interactions: handheld devices, industrial machines, robots, wearables
- Customer service interactions: calls, sales, claims
- Driving: vehicle location (GPS), acceleration, braking patterns, route, accidents, behaviors while driving and in vehicle, conversations, cell phone use
- Business transactions and transfers

Biometric data

- Fingerprint, palmprint, earprint
- Finger and palm geometry
- Facial geometry, expressions
- Tone of voice
- Iris or retina scan
- Body language, walking gait

Cognitive & behavioral data

- Questionnaire/survey responses
- Cognitive function assessment results
- Personality test results
- Skill test performance
- Virtual and augmented reality device use

Evaluation data

- Customer ratings and reviews
- Peer reviews
- Performance
- Pulse surveys, sentiment

Health and wellness data

- Heart rate and respiration
- Exercise activity
- Sleep patterns
- Movement/activity level
- Menstruation and pregnancy tracking

Collect data directly from job candidates, employees, customers

Purchase digital profiles from third parties

Extract digital traces from computer and network systems

Detect and transmit via sensors in handheld devices, wearables, or equipment

Generate via computer analysis of audio and visual data streams

5 Ways Management Extracts Data

1. Collecting data directly

Job applicant personality assessment

Customer ratings

2. Purchasing digital profiles

Social media report

3. Extracting digital traces

Computer monitoring screenshots

4. Detecting data via sensors

Sensors: Smartphones

Wearables

Clothing of all types and bags that track activity + health signs, can generate or store power, and display notifications or react physically or visually

Hats and headbands that track activity.

Ear buds, ear pieces that monitor activity and health signs and can control apps, be used for communications

Patches that monitor health signs and can deliver medicines

Cameras that capture scenes, sometimes continuously or triggered by an action and share them socially

Arm bands that can monitor and track activity, be used to control devices such as drones

Smart watches that can monitor and track location/activity, show notifications and control smartphone apps/functions

Key chains that can monitor and track location, be used for emergency communications

Shoes, Boots, Socks and Inner-soles that can monitor and track activity, location and health signs

Gloves that can monitor and track activity and health signs, control other devices

Smart glasses, goggles, helmets, and VR headsets that can augment reality (or do VR), show notifications, capture or show information, and track activity.

Jewelry, lanyards, and pendants that can track location or show notifications, or capture information

Chest and lower back straps that track/monitor your activity and health

Ingestible or implanted devices that track/monitor health signs and can control the release of drugs

Wristbands and bracelets that track/monitor your activity and health or used for identity verification and notifications

Designer fingernail extensions and other fashion accessories that react to an action

Ankle bracelets and leg straps for tracking/monitoring activity and health

Rings that can control other devices, verify identity, show notifications or be used for payments

5. Generating data via computer analysis of A/V

Call center speech analysis

VoiceBase

AGENT SCORECARD

Group: (All)

Agent: (All)   Manager: (All)

Agent Name	Calls	Agent AHT	Greeting	Resolution	Verification	Ownership
Carson Scott	1354	4.9 min	87%	34%	42%	24%
Amanda Bynes	123	2.4 min	45%	35%	35%	88%
Jose Relando	23556	8.4 min	86%	24%	42%	100%
Brynna Jenkins	2345	6.4 min	88%	30%	100%	86%
Erin Andrews	23	1.5 min	43%	32%	99%	87%
Margaret Brown	456	4.9 min	84%	100%	90%	23%
Tan Lee	2347	3.5 min	23%	100%	99%	90%

Table 21
Server # 04

02 Guests

7:41 PM Seated Time

62 sec Table Greet Time

08 Server Table Touche[s]

8.7 /10 Forecast Experience

Peak Conc Tables	Customers	Turn Avg	Greet Avg	Touches Avg
3	10	1:01:15	0:00:55	13
2	11	0:50:59	0:00:32	16

Restaurant video analysis

Construction site video analysis
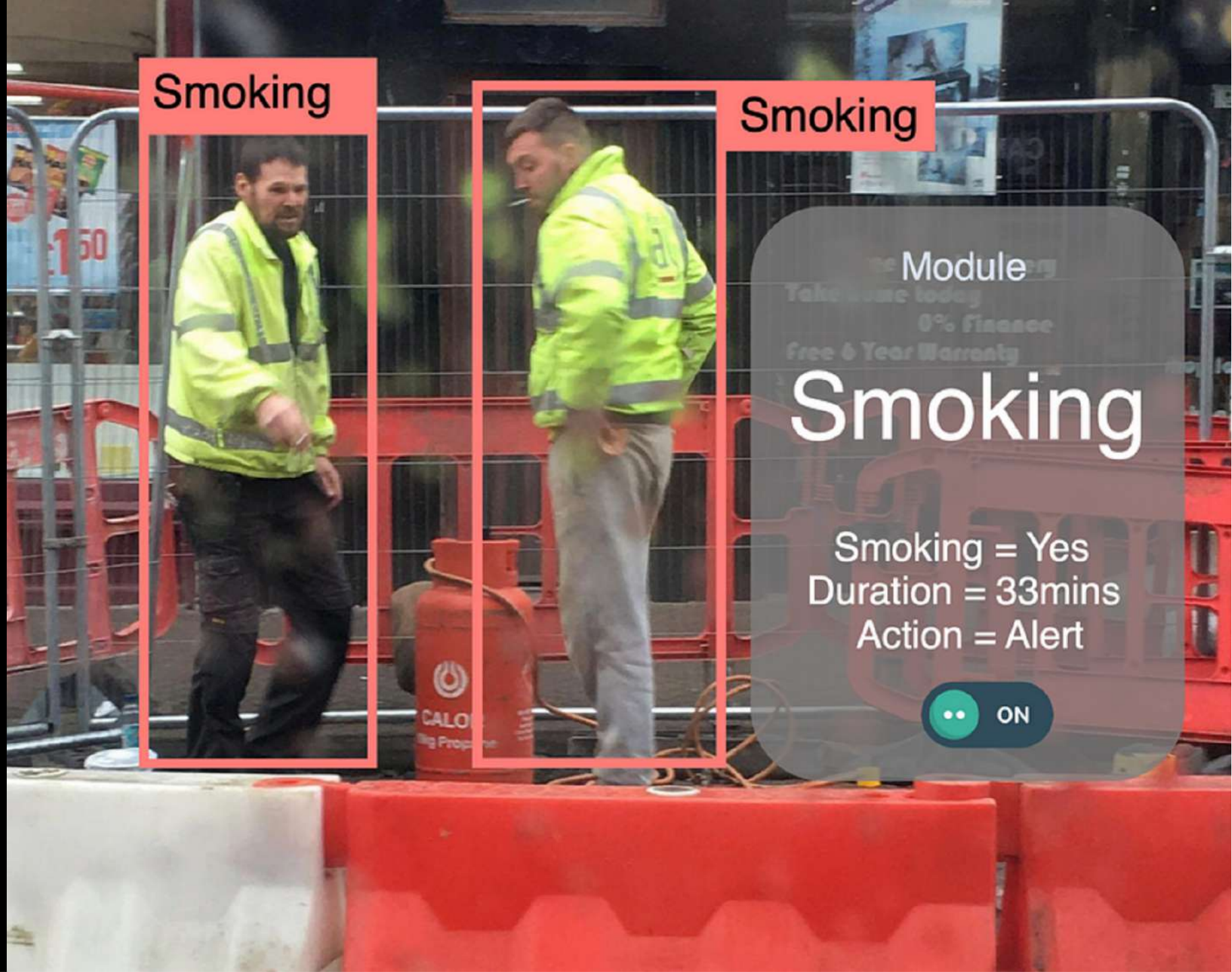
Section 3
trade union responses
Negotiating for collective data rights

Improve Workers' Data Rights

Reclaim power!

3 types of data protection

- Those that *include* specific articles on workers' data (such as the European General Data Protection Regulation - the GDPR)

- Those that *implicitly* do such as in most countries in Africa, Latin America and Asia Pacific

- Those that *explicitly* exclude workers such as the Australian Privacy Act of 1985

We need to bridge the gaps

Negotiating for collective data rights for workers

1 Data protection - especially in the GDPR zone - can be helpful for workers. Get to know, use or be inspired by, the relevant GDPR articles

2 Bridge regulatory gaps and management failures by negotiating for collective data rights

3 Strong data rights is a must to prevent the obscure commodification of workers, and to break the "monopolisaiton of truth" currently determined by those who hold the data.

Negotiate the Data Lifecycle at Work
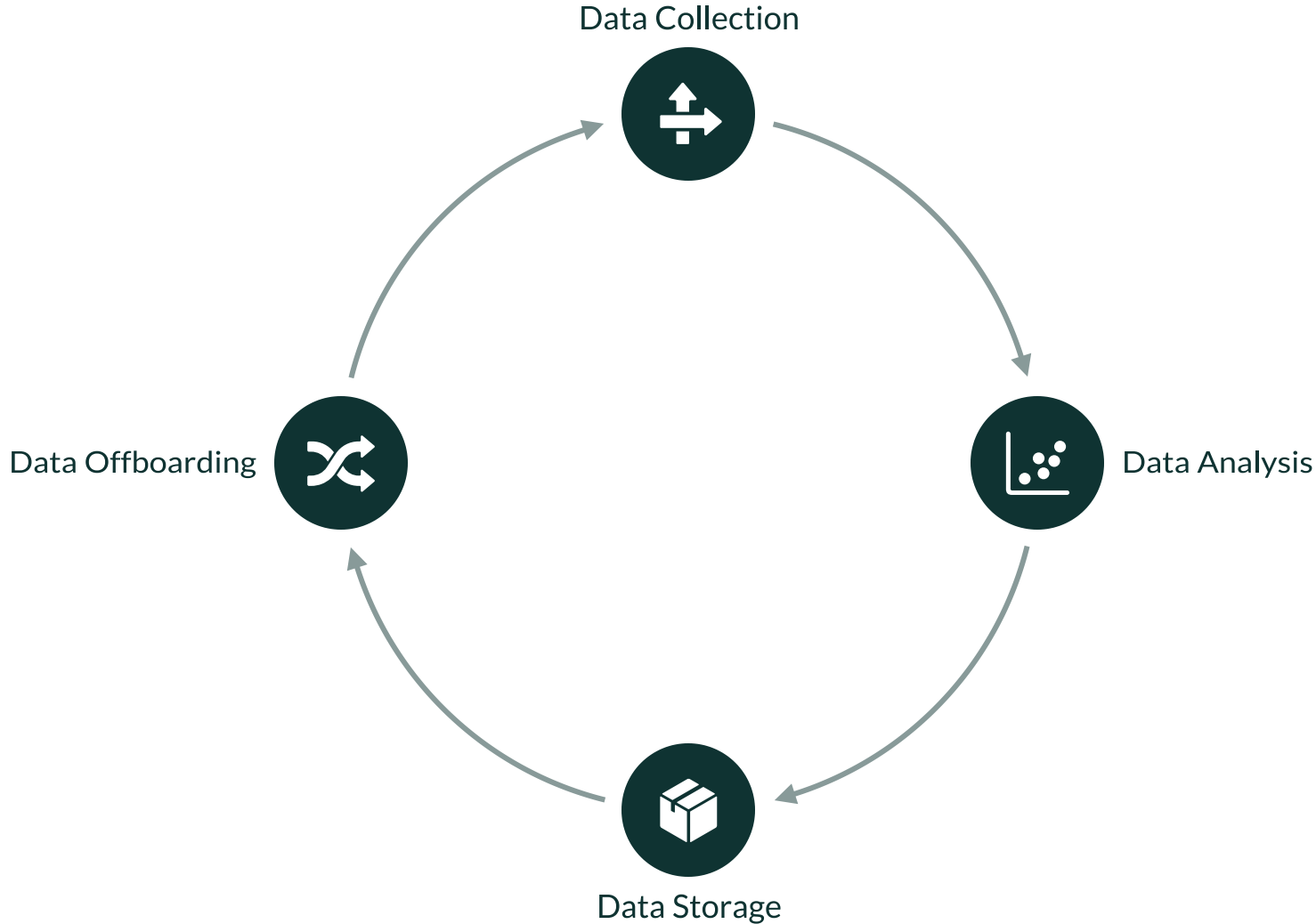
Data Collection
Sources? Union access to and knowledge of? Rights to refute/block?

Data Analysis
Used in productivity & Human Resources. What rights do workers have to access these data and the insights/inferences drawn? Can they object to these etc?
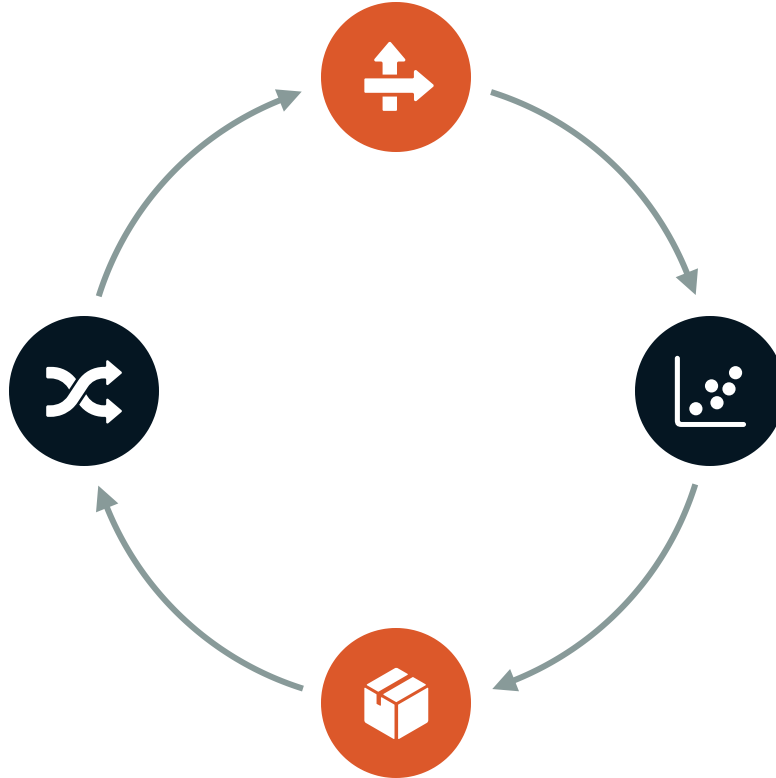
Data Storage
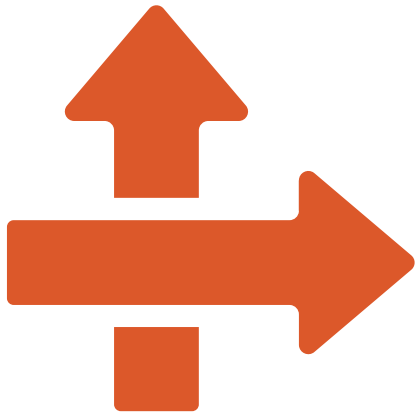Servers - where? Who has access? Under what jurisdiction? Think here WTO/ecommerce discussions

Data Offboarding
Is data sold? To whom? Deleted? Can workers deny/block who it is sold to? This includes data sets, statistics, inferences.
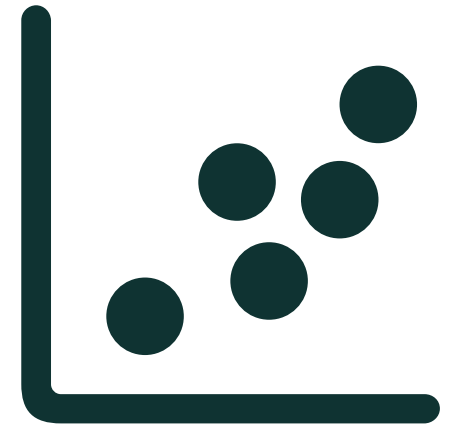
1. Data Collection Phase

- This phase asks what are the internal and external data collection tools, the sources of the data, whether shop stewards and workers have been informed about this and whether they have the right to rebut or reject them?

- Much data extraction is hidden from the worker (or citizen) and management must be held accountable.

- **Tip**: Here unions should negotiate redlines for data sources and system purposes. What purposes can you accept, what not? Add protocols for informing the workers about data collection.

2. Data Analysis Phase

- In this phase unions must ask how the data is used and for what purposes? What rights do workers have to access these data and the insights/inferences drawn? Can they object to these etc?

- Unions should set redlines for what the data can be used for and what not

3. Data Access and Storage Phase

- Workers should know under which jurisdiction their data is stored.

- Workers should know who else has access to their data and what they can do with it

- Especially relevant if e-commerce negotiations within, and on the fringes of, the World Trade Organization, are actualised. This would entail data being moved across borders to what we can expect would be areas of least privacy protection. They would then be used, sold, rebundled and sold again in whatever way corporations saw fit.

Read more about E-commerce negotiations, also know as Digital Trade negotiations here

4. Data Offboarding

1 Here workers should ask, what happens to the data after it is used?

2 Is it deleted?

3 Or are data sets and inferences sold or transferred to third parties?

4 Unions should negotiate much better rights to know what is being off-boarded and to whom, with scope to object to or even block the process.
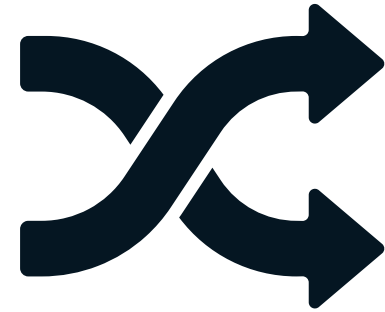
TIP

FSU Ireland has negotiated an agreement that forbids management to sell data sets that include workers' personal data

Recommendations for union action

✔ Train members and shop stewards on the role of data in digitalised workplaces and in society at large

✔ Consider establishing a cohort of digital shop stewards who are specialists in the datafication of work and workers

✔ Negotiate the data lifecycle at work from a human rights/workers' rights perspective

✔ Create a union-wide data rights policy framework that can inform (digital) shop stewards in their negotiations. Incl.

- Safeguarding worker dignity and welfare
- Transparency, dialogue, clear worker's rights
- Ban on trading workers' data
- Purpose limitation

Get the guide here
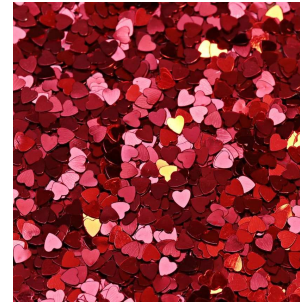
Data Lifecycle Guide

Discussion

Thank you!

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