BELA South Asia Roundtable Recap

BUSINESS ETHICS
LEADERSHIP
ALLIANCE
SOUTH ASIA

Hosted by: DELL, Gurugram, New Delhi
Thursday January 16, 2020

Participating Companies:

3M

Accenture

Airbus

ADM

Boeing

Corning

Cummins

DELL

Diageo

Dun & Bradstreet

Eli Lilly

General Electric

<continued below>

Topic 1: DELL: Government relations and ethics

Led by: Mr. Tabrez Ahmad

Director, Government Relations, DELL

The Government Relations (GR) function has evolved and the new wave is—for example, a fresh graduate in public policy (millennial) and unlike the past, they know the other side of the story from the start. The constraints are evident from the start.

Ethical challenges: At DELL, we have to share a lot of information, provide information that is data-driven. Evidently, a data-driven argument by a GR professional is easily accepted. Another challenge is focusing on the end product or a predictive outcome. When it comes to corruption, if the discussion is outcome based instead of process based, there are challenges. If we are too predictive and outcome driven—and say: "hey I will get you this outcome" the challenge here is regulation and conflict and it will create a legal problem at the company.

Ethical engagement: [Group discussion] What is the expectation for Diwali? Do you give and accept gifts like you did in the past? Has it become less?

Ahmad: The people working in the government are different because we look at India's rating on Transparency International and are now aware. We are more corrupt in India and the reason is, transparency international looks at multiple areas, because corruption is not only money, it's also when you are helping a competition in another way or obstructing the law. It can start with something simple.

Highlights

Best practice for GR professionals: At DELL, it is the following: Honesty, Conflicts of Interest, compliance with applicable laws, professionalism, education yourself about incentives and political contributions.

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Genpact

Goodyear

Honeywell

JLL

Johnson Controls

Nokia

Oracle

Pfizer

RECKITT
BENCKISER

SBI

TATA Steel

Wal-Mart

Way forward:

Regulatory approach or? Laissez-faire?

Regulatory: Pillars of conducive regulatory framework:
- Transparency
- Integrity
- Participation and Access
- Oversight Management and Sanctions

Priorities:
A Government relations professional should focus on:
Regulatory framework, standards and code of ethics, education

[Member question] On the topic of cultural issues – apart from saying no—what is the best way to deal with a person offering a bribe to a government relations professional?

Ahmad: If you succumb to pressure once, if you stand your ethical position once or twice then they will avoid approaching you. At DELL, we partner with the government to frame policies and we on the track of continuous improvement.

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Topic 2: EY: Tools and resources for driving ethics and integrity through technology
Led by: Mr. Arpinder Singh, Partner and Head – India and Emerging Markets and Mr. Pavan Jankiraman, International Director Forensic & Integrity Services, EY

Every country is acting on data breach. Bribery and tech breaches are increasing.
Retailers in India can collect information just by asking for your phone number and this happens often. Many times, we think by offering up our phone number, we will get a discount, but really, retailers capture so much information from just your phone number or email address.

Highlights and Ethical dilemmas:
How far should technology go to impact our lives? If you are the compliance head of tik tok— for example, it's something we need to consider (we don't have much concerns with WhatsApp now but a year ago we did — but the detection technology is better. We keep talking about gender rights and bias, can AI look at historical data and start rejecting data based on preconceived notions of the past? How should we deal with this when we should evaluate from a compliance perspective.

Looking ahead Regulatory landscape:
•   EU's General Data Protection Regulation makes every entity accountable and responsible for EU citizens PII.
•   Section 72A of the Indian Information Technology Act, 2000, provides data protection by making it a punishable offense to disclose information knowingly and intentionally without the consent of the person concerned and in breach of the lawful contract
•   The Supreme Court, while declaring the "Right to Privacy" as a fundamental right
•   The draft Personal Data Protection Bill, 2018, proposes to regulate the processing of personal data of individuals by government and private entities incorporated in India and abroad.
    •   The data privacy bill will be a huge problem for Indian companies because from EY's research, we have seen that most companies don't retain data for more than 6 months.

Multiple user technologies:
Most use forensic data to an extent—when there's an investigation, we collect data, for example, we collect T&E data, then we have a library of tests that we run and a dashboard that captures that information. The volume of data is large and when you run all these tests, but the issue is, you can get false positives. Now with a large volume of data, you have to review the false positives and how do we go about doing that?

Monitoring emails to predict a pattern
    •EY "HawEYe" demo—an email listening tool that zeroes in on specific words and translates feelings and mood of an email.

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Topic 3: Goodyear and DELL: Technology in 2020 and industry specific social media norms led by: Ms. Sonali Khanna, Head, Legal and Compliance, Goodyear India Limited; and Ms. Archana Sasan, VP, DELL

Social Media – Ethics & Etiquettes
Khanna's view:
• Online technologies that allow people to instantaneously share opinions, experiences, photos and other information on a one-to-one, one-to-few or one-to-many basis.
• Social media include, but are not limited to, multimedia and social networking sites such as Facebook, Myspace, YouTube and Internet forums, blogs and microblogs such as Twitter, and wikis such as Wikipedia.
• Social media channels are constantly evolving.
• Social media has a much wider reach beyond marketing and technology. There are rules of ethics and etiquette for social media that must be followed.
• In social media, the right ethic equals the right perspective and the right thinking on how to leverage social media appropriately and how to engage people in the right manner.
• Etiquette is a code of behavior within the context of our society. In social media, the right etiquette equals acting the right way.

Highlights: The three main principles of social media ethics and etiquette are:
Authenticity—people will respond positively if you are sincere.
Transparency—having hidden agendas will only count against you.
Communication—getting to know people as people and letting them get to know you.
While Goodyear respects the right of associates to exercise their freedom of expression, associates must recognize that the visibility of social media can sometimes blur the line between personal life and professional life.
Each matter is important and treated confidentially / "need to know"

The Basic Rules of Conduct: Goodyear Internet Posting Guidelines All Goodyear associates – especially those who participate in social media and are identifiable online as Goodyear associates – must read and adhere to the guidelines explained in:

Goodyear's Zero Tolerance Policy
Business Conduct Manual
Code of Ethics
Release of Company Information Policy
The Use of Company Property Policy
Letters of Reference and Requests for Associate Information

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BELA Resources

AI Risks and Responsibilities:

https://bela.ethisphere.com/ai-evolving-risks-and-responsibilities/

DELL GDPR Awareness Pack checklist:
https://bela.ethisphere.com/wp-content/uploads/Dell-GDPR-Awareness-Pack-Checklist-Legal-Counsel.pdf

Webcast: Breaking down the BELA data governance survey

https://bela.ethisphere.com/webcast-breaking-down-the-bela-data-governance-survey/