

### Scenario 3 – Publication – “Customer Data”[Queen’s]

A company owns AI software used for facial recognition. You and your study team have created an algorithm that works with this AI to predict the age of a person, either male or female, from a photograph. Your team wants to test it out on the extensive database of photos and age-related information held by the company. If successful, you will publish the algorithm and the results in an academic journal.

The Company is intrigued but they want to protect their reputation. They have recently had bad press around their collection of information. They will provide the photos and information about their software under strict confidentiality.

You are meeting to talk about issues around the publication of results and supporting methods. In particular, you want to discuss:

- 1) Company approval of publications
- 2) Protection of confidential information
- 3) Delays for IP protection

#### Principal Investigator - Study Team Member

- 1) **Approval** – You know that Queen’s as an academic institution must be able to publish the results of its research. You can accept a delay but the company may not block a publication.
- 2) **Confidential Information** – The results of the research, including the algorithm, cannot be confidential. Ideally, you would like to publish the exact age of each photograph but can accept an aggregation of ages. Perhaps the publication could include a representational image of a male and female.
- 3) **Delays** – This is a fast paced area of research. Any delay could result in a competing publication overshadowing your results. You would need a very good reason for a delay of more than 30 days.

### **Scenario 3 – Publication – “Customer Data” [Company]**

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#### **Company Representative**

- 1) **Approval** – Your Company has not worked with a university before. You do not want to be ambushed by the results. Your market share and reputation are fragile. Although you expect you will permit any publication, you want the comfort of being able to review and veto any unwelcome information.
- 2) **Confidential Information** – The company collected the photographs and age information with the participants’ consent. It can be used for research but you cannot reveal any identifying information. You would need to consider whether aggregated results would properly de-identify the participants.
- 3) **Delays** – Your CEO is very cautious. He thinks a delay of up to a year would be best. They might not need the full year but it would cover any possible problems. It would also allow them to protect their IP and negotiate the rights to the algorithm.