

Our Commitments

See the humans behind the data

We commit to treating all data as a reflection of real people, not abstract data points. In every decision, we will consider the current and future dignity, rights, expectations, and experiences of the individuals represented, particularly when they may be vulnerable, voiceless, or disempowered.

Act with integrity beyond legal compliance

We pledge to go further than legal minimums, embedding ethical judgment, fairness, and accountability into the work we do.

Design to prevent harm, not just respond to it

We will support responsible innovation by proactively identifying and mitigating risks, especially those that may disproportionately impact the most vulnerable in our society. Our goal is to anticipate all possible consequences and prevent harm before it occurs because *unintended is not unforeseen*.

Champion transparency and trust

We commit to clear, honest, and accessible communication about how data is used. We will advocate for practices that empower individuals with meaningful understanding and control over their information.

Hold ourselves and others accountable

We will continuously reflect on our decisions, challenge practices that may cause harm, and support a culture where ethical concerns can be raised without fear. We accept responsibility not only for what we do, but for what we allow.

Not stay silent

Even when our influence may be limited, we commit to speaking up when we see risks, unethical practices, or potential harms. We will use our voices responsibly and courageously, recognising that silence can enable harm just as much as action can prevent it.

Steward data with future generations in mind

We recognise that today's data practices will shape tomorrow's world and accept the responsibility we have to ensure that our actions today do not burden or disadvantage those who come after us. We understand that our behaviour now has a direct impact on people, our environment, and the curation of history and knowledge.

Encourage others to commit to these values

We will actively promote ethical, human-centred data practices within our organisations, communities, and professional networks. By sharing knowledge, challenging harmful norms, and leading by example, we aim to inspire others to act with the same sense of responsibility and care.

Collaborate

We commit to working collaboratively across disciplines, recognising that complex harms cannot be addressed in isolation. We will seek connection, shared understanding and collective action where challenges cross organisational, professional or societal boundaries.

