

5 things to know

DATA SECURITY AND ETHICS



#1 Respect

Every single piece of data that we generate carries responsibility and opportunity. Data ethics and security is about respecting people, building trust and acting responsibly.



#2 Consent

People should have control over their own data and know how their information is being used, shared and collected.



#3 Transparency

Be clear and honest with how to collect people's information, where to store it, and who to share it with.



#4 Privacy and anonymization

Protecting information is about removing personal identifiers from information in order to ensure an individual's identity cannot be recognized.



#5 Security

Data security means protecting information and making sure the information and data are stored securely to prevent harm, data breaches or loss of trust.