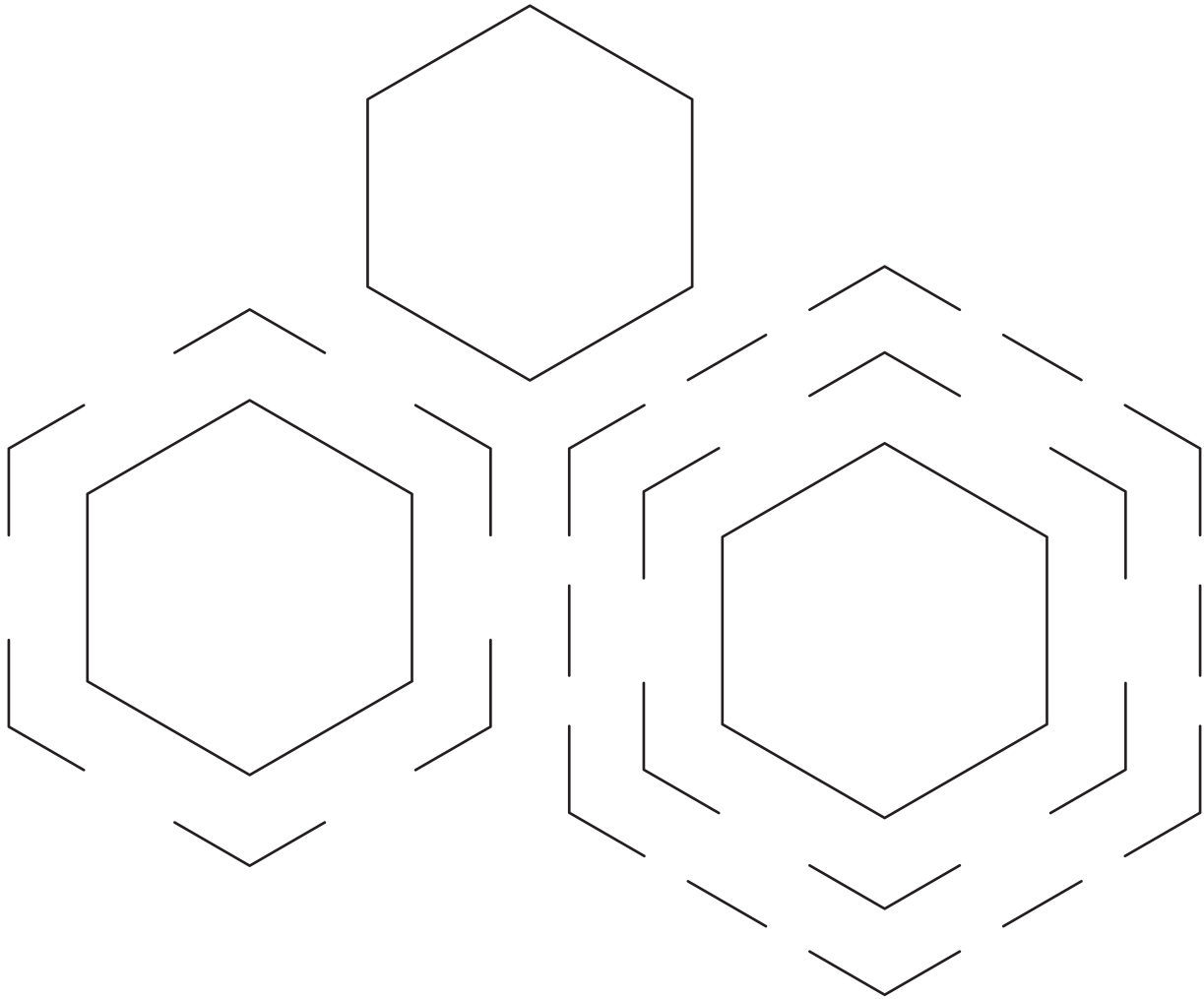


1.

9 PRACTICES FOR ORGANISATIONS OPERATING DIGITAL SERVICES

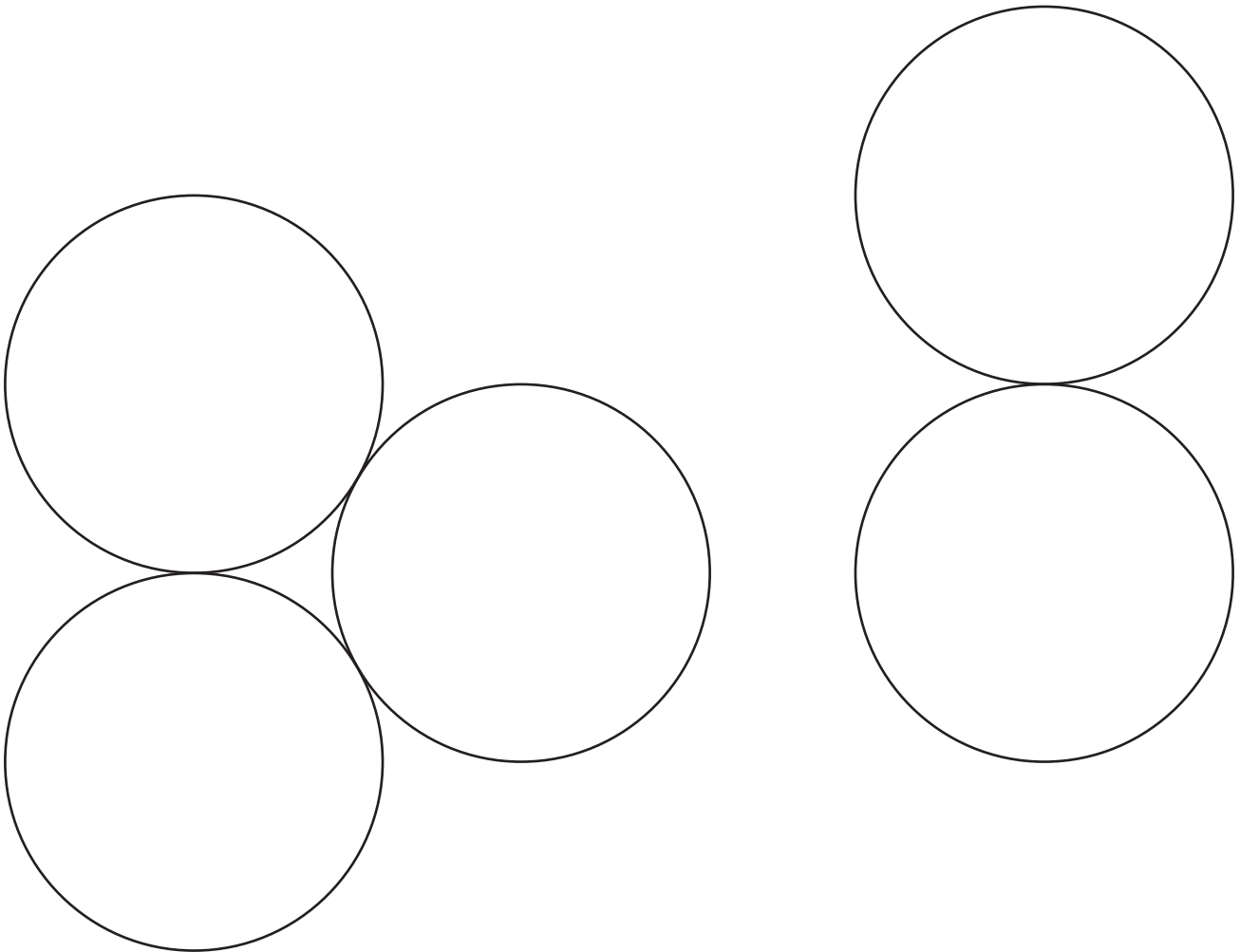


Design services in a way that respects people's rights and ensures people can easily exercise those rights.

design services around people's rights

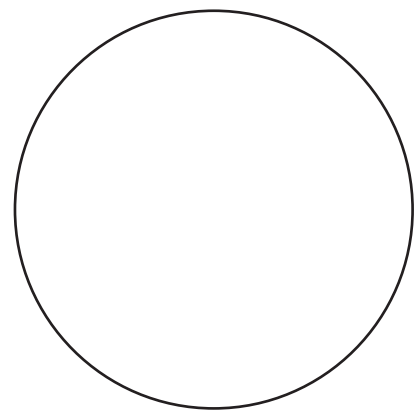
2.

9 PRACTICES FOR ORGANISATIONS OPERATING DIGITAL SERVICES



Collect the minimum amount of data necessary to provide a service and avoid collecting data 'just in case'. Only store data for as long as it's needed to operate the service.

only collect data that is needed





3.

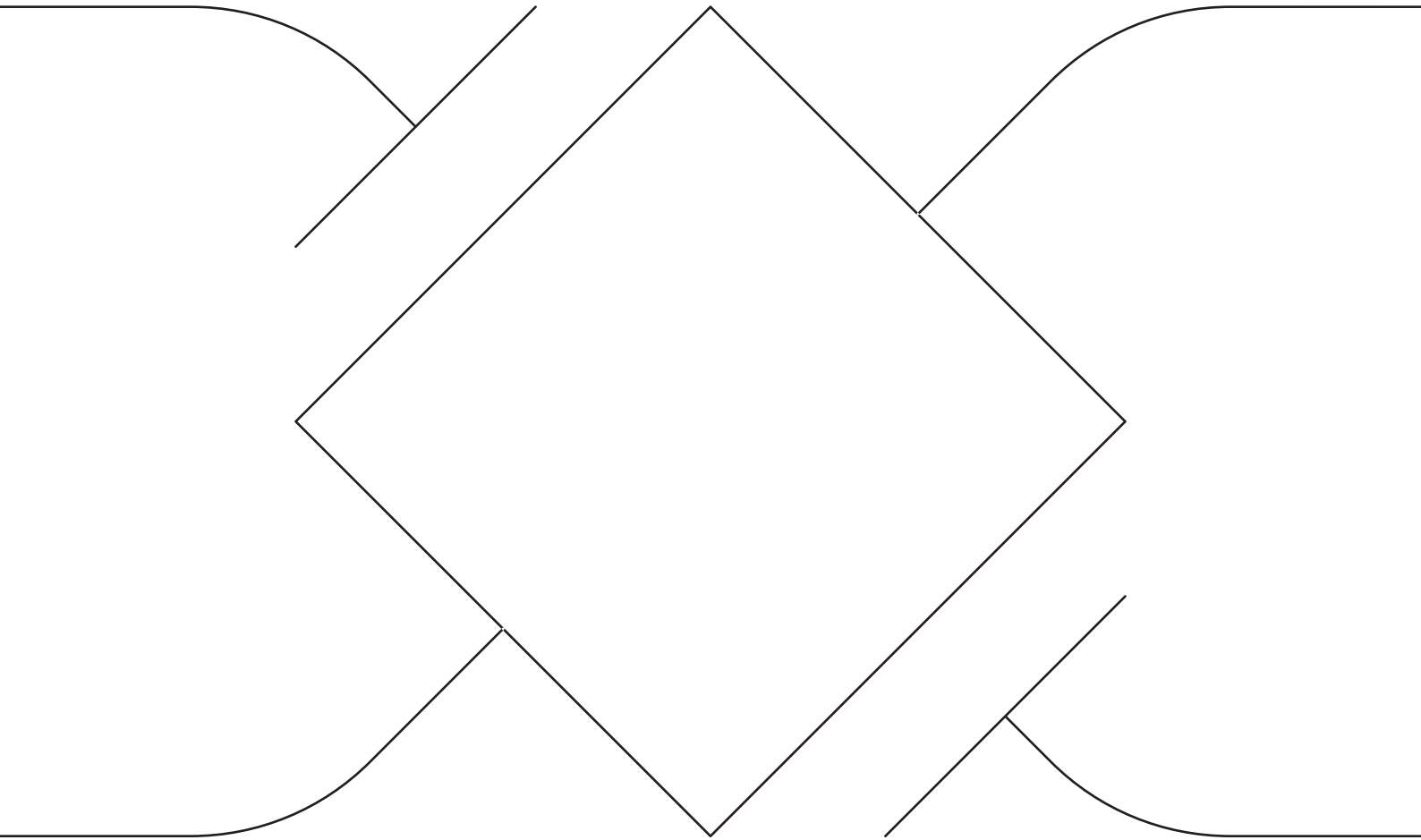
**9 PRACTICES FOR ORGANISATIONS
OPERATING DIGITAL SERVICES**

Make sure the decision makers in the organisation know what data is collected and why. Also ensure they know what inferences are made from that data and what is passed to third parties.

**understand the
flow of data**

4.

9 PRACTICES FOR ORGANISATIONS OPERATING DIGITAL SERVICES

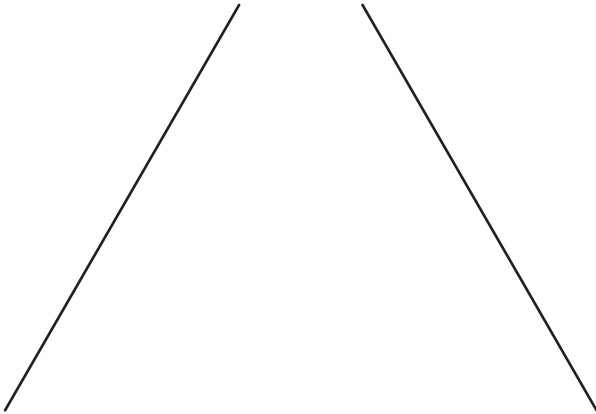
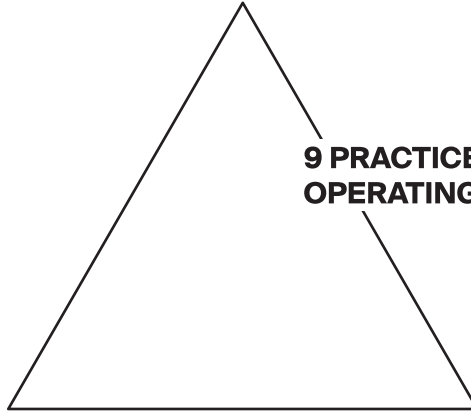


Build internal systems that make it possible to control and verify how data is being used and who can access it, so it's easy to make sure data isn't misused.

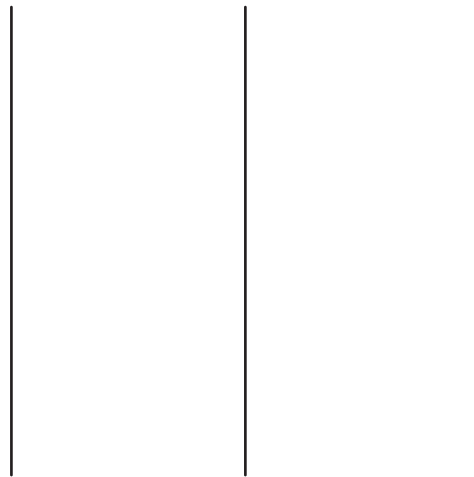
keep data safe

5.

**9 PRACTICES FOR ORGANISATIONS
OPERATING DIGITAL SERVICES**



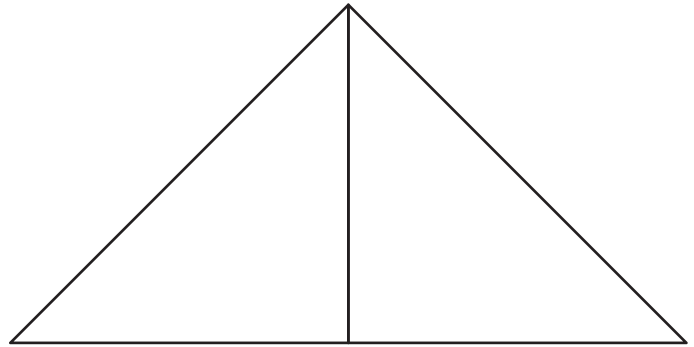
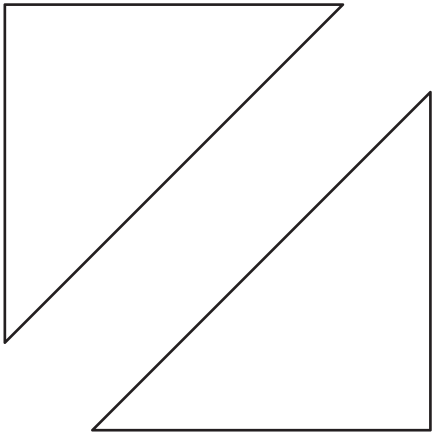
**Write terms of service in plain English.
Give people the time and context to make
informed decisions by distributing consent
and permissions throughout the service
– all-or-nothing is not a true choice.
Regularly test these with people to ensure
they can be understood.**



**make permissions
and consent
understandable**

6.

**9 PRACTICES FOR ORGANISATIONS
OPERATING DIGITAL SERVICES**

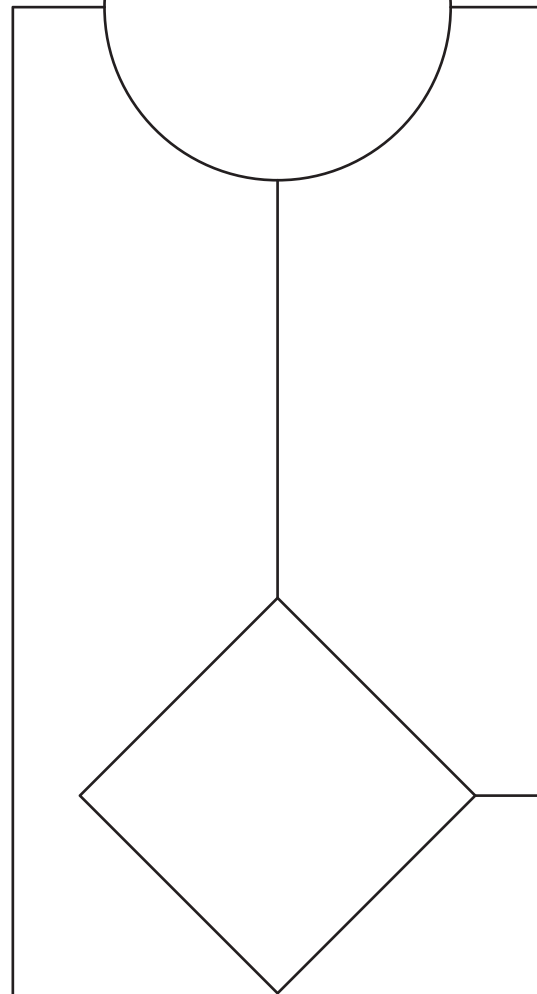


Maintain a public record of changes to terms of service. Make it easy for people to understand what data is held about them and what happens to it. Ensure people can change their preferences or object if they disagree about how data will be used.

**be open about
how data is used**

7.

9 PRACTICES FOR ORGANISATIONS OPERATING DIGITAL SERVICES

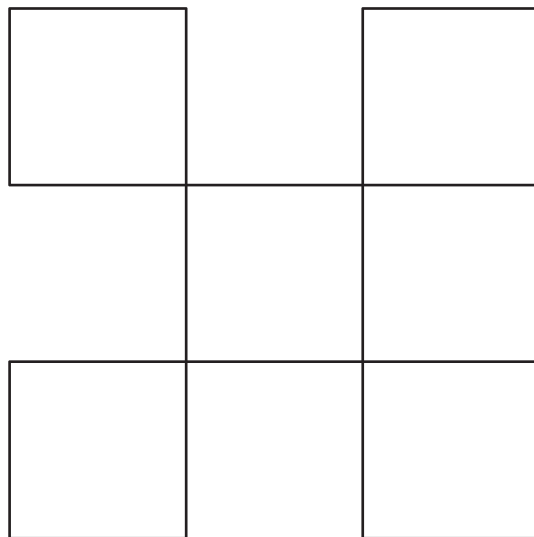
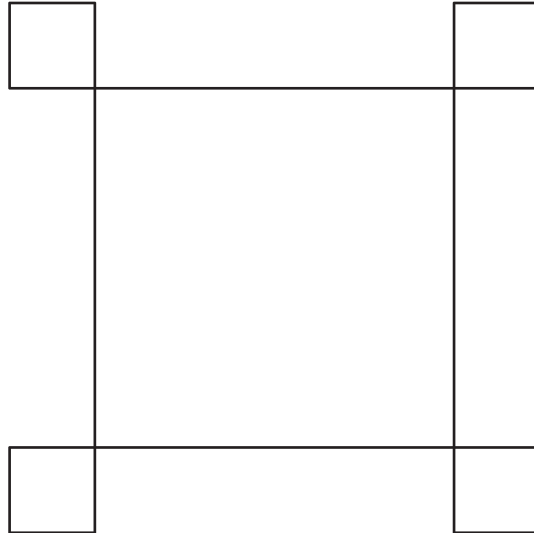


Provide explanations about how automated decisions are made and make it easy for people to challenge those decisions. Explain what you've done to minimise bias.

explain automated decisions

8.

9 PRACTICES FOR ORGANISATIONS OPERATING DIGITAL SERVICES

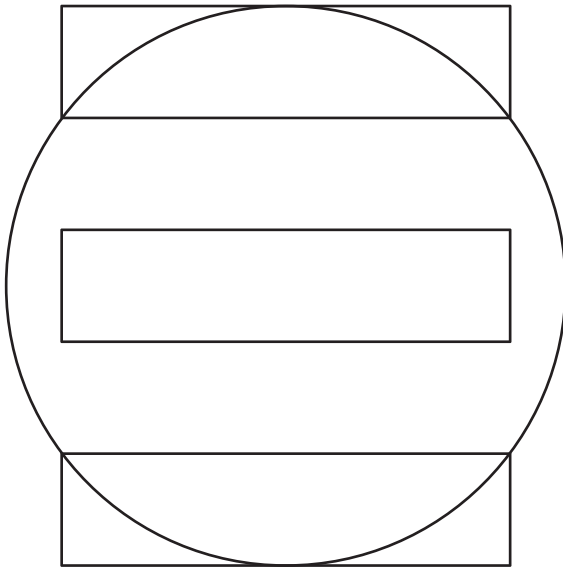


Ensure the teams designing and operating services are empowered to make decisions about data ethics, and that they have the skills to understand the impact of their decisions on people's lives.

empower teams to focus on data ethics

9.

9 PRACTICES FOR ORGANISATIONS OPERATING DIGITAL SERVICES



Publicly explain how the service will
keep the people who use it safe.

publish a general responsibility of care