

Ethics Policy

3.A. Core Items

Accessibility

- Fairness and accessibility of the product, for example how to determine pricing
- The base product (Aether Engine) will be enough to completely finish a game's development
- Additional packages will be broken up into smaller / larger purchases
 - Packages includes characters, maps, and items, all together
 - Users can purchase only characters, only maps, or only items
- Engine will be available for download on PC or Mac through distributors or through our own personal website
- Company site, engine UI, etc. will be designed to be intuitive and user-friendly (screenreader friendly, alt text, etc)

Inclusion

- Expectation of kindness, professionalism, and positivity for our employees towards others and the community. Work for the benefit of others
- There will be no exclusion of works or creators based on race, sexual orientation, gender, or other discriminatable features
- We will work closely with the community at large, providing a multitude of spaces for people to join, socialize, and participate in

Professional and Ethical Awareness and Responsibility

- All legal and communal standards will be observed and followed
- Advertising will be truthful, non-malicious, and avoid misleading or deceiving the consumer
- Outside of just advertising, we will promote only ethically "good" things with our online presence (uplifting creators and their projects, players who've made an impact on the community, etc.)

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We take responsibility for familiarizing employees with our ethical policies, and for enforcing an internal code of conduct that extends to our partners.

3.B. Board - List 3 real people (maybe tech leaders) that you want on your board, a brief bio, AND why you chose them for the board. (*write in full paragraphs not bullets*). ALL members should have some experience in the tech sector of your company (e.g. cybersecurity or say gaming). AT LEAST 2 must be experts/have significant experience in ethics DIRECTLY related to your company's tech sector.

Tim Sweeney, the founder and CEO of Epic Games and the visionary behind Unreal Engine, has shaped the company into one of the most influential forces in modern technology and entertainment. With a background deeply rooted in programming and game design, Sweeney's hands-on understanding of software development has guided Epic's evolution from a small studio into a global leader in real-time 3D technology. Through Unreal Engine, he has empowered creators across gaming, film, architecture, and simulation to achieve cinematic quality and interactive depth once reserved for major studios. Beyond technology, Sweeney's leadership is grounded in strong principles he champions fairness, transparency, and developer empowerment. His outspoken stance against restrictive app store fees and exploitative monetization models reflects his belief that creators should have greater control over their work and earnings. Under his guidance, Epic Games has become known not just for innovation but for standing up for ethical business practices and creative freedom. Sweeney's vision continues to push boundaries, shaping both the future of gaming and the broader digital economy around openness, fairness, and innovation. Including him on our board would bolster our company's cultural policy, and having assistance from someone who's created a similarly-minded work place would be invaluable.

Kate Crawford, co-founder of the AI Now Institute, is a leading authority on the social, ethical, and political implications of artificial intelligence. With a background in both academia and research, she has dedicated her career to examining how AI systems affect privacy, labor, and equity across industries. Her work emphasizes the importance of transparency, accountability, and human-centered design in technology. As game engines continue to integrate advanced AI-driven tools—for everything from procedural generation to player behavior modeling Crawford's expertise would be invaluable in guiding policies that ensure these systems are fair, inclusive, and responsibly managed. Her perspective would help balance innovation with ethics, ensuring that game developers use data conscientiously, communicate AI capabilities clearly, and protect user rights. In an industry where AI plays an ever-growing role, Crawford's leadership would promote a culture of trust and ethical foresight, strengthening the integrity of both the technology and the creative communities that rely on it.

Jane McGonigal, a pioneering game designer and researcher at the Institute for the Future, has built her career around exploring how games can improve human well-being and inspire positive social change. Known for bridging the gap between psychology, design, and technology, she views games not just as entertainment but as powerful tools for fostering resilience, empathy, and collaboration. McGonigal's research into the psychological benefits of gameplay such as motivation, problem solving, and emotional connection has transformed how the industry thinks about player engagement. Her involvement would bring a deep understanding of how to design experiences that are both ethically grounded and mentally

enriching. In shaping the next generation of interactive worlds, she would advocate for design principles that prioritize player health, encourage meaningful connection, and address social challenges through play. By focusing on the intersection of fun and purpose, McGonigal's influence would help ensure that games continue to evolve as a force for both creativity and collective well-being.