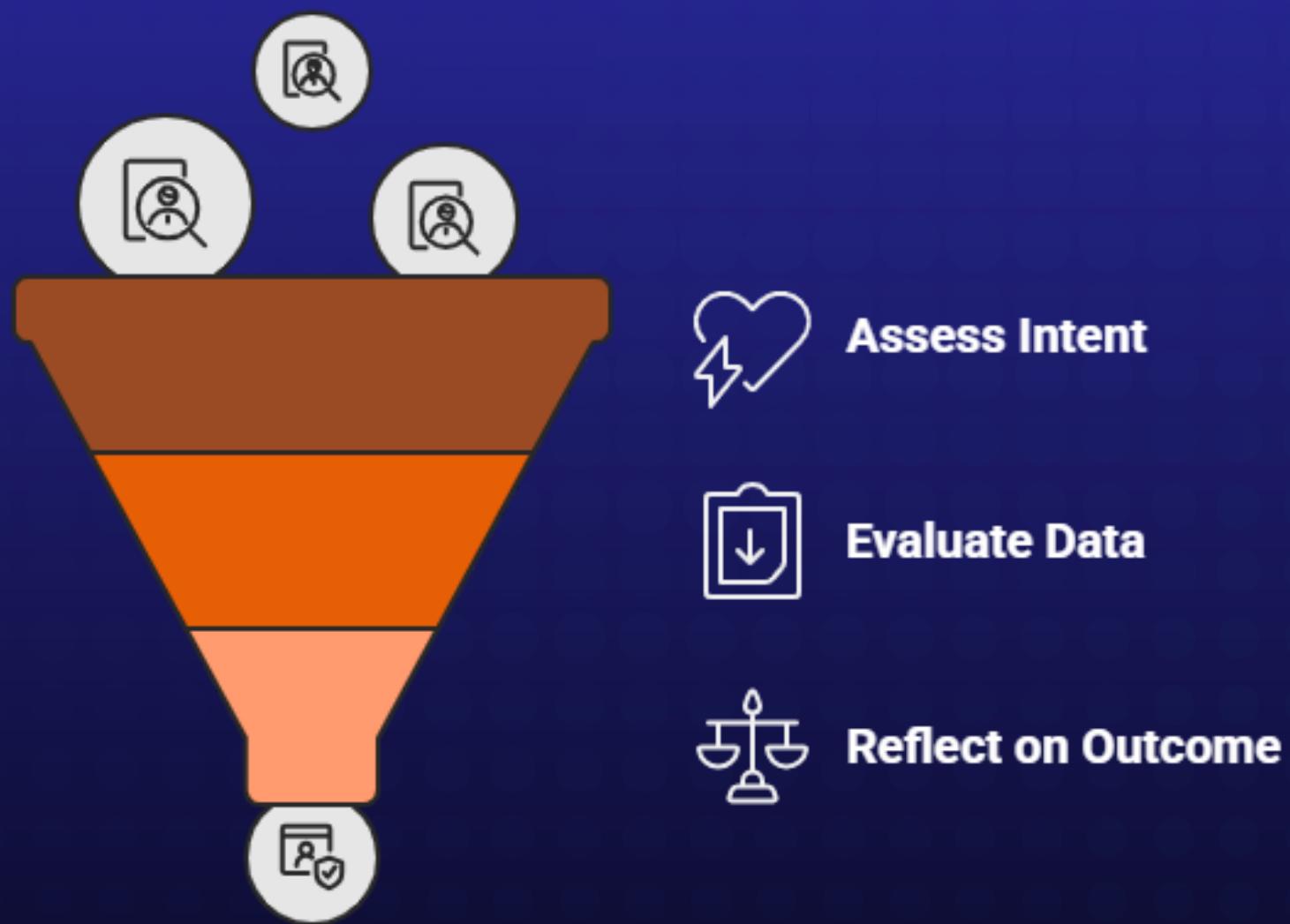


A SIMPLE 3-PART FILTER FOR DATA ETHICS



Swipe through to explore how **Intent**, **Data**, and **Outcome** shape ethical decision-making

Start with Purpose

Why are we doing this, and who benefits?

✓ Define public benefit & user need

🚫 Limit use to original purpose

⚖️ Use only the data you truly need





Respect the Data

What are we using, and who owns it?

- ↗ Ensure quality & classify sensitivity
- 🛡 Get informed consent & offer control
- 🧹 Minimize collection to reduce risk

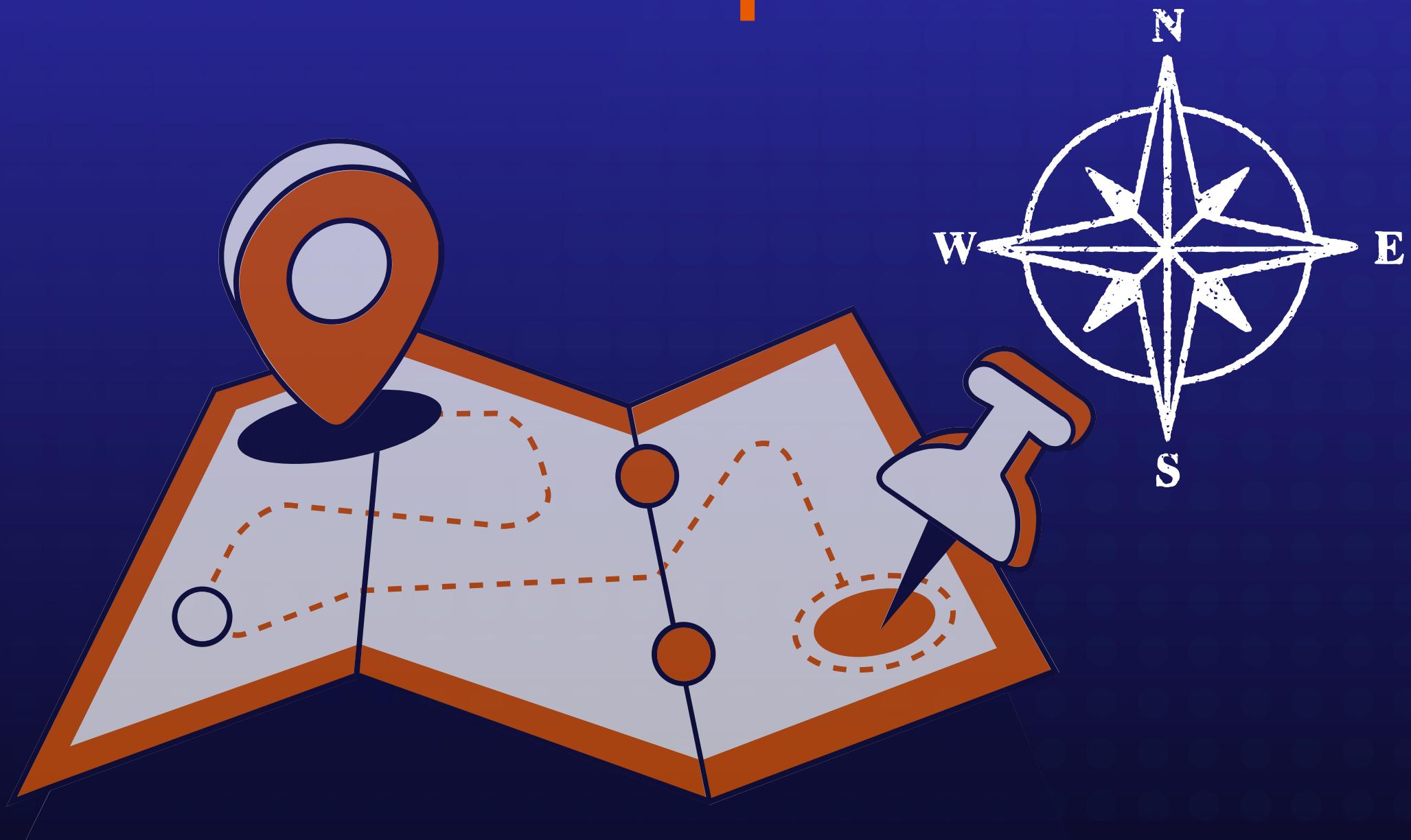
Own the Impact

What happens next, and who's accountable?

- 🧠 Test for bias & ensure fairness
- 🔍 Track data lineage & take responsibility
- ⌚ Monitor continuously: is it still ethical?

Ethics Isn't a Checkbox

It's a Compass



Let's build systems that serve people,
not just chase performance.