

Sustainability and Data Ethics

We are focusing on sustainability and data ethics in the Wishlist project at KEA. The Wishlist project aims to ensure that users can create and share wish lists with family or friends, while being confident that their data is secure and that we adhere to good data ethics and sustainability.

1. IT Sustainability and the 5Ps:

Our project “Wishlist” is IT sustainable according to following principles:

- **People:** We make our app user-friendly and protect our users data.
- **Planet:** We use cloud products from Microsoft who is about to become CO2-negative. We also strive to reduce amount of electricity consumed and use effective hardware with least possible carbon.
- **Prosperity:** We are creating value for the society by providing solution which is both valuable for users (user-friendly wishlist) and not belasting for the environment.
- **Peace:** Our web app is a safe space for all users. Wishes must not promote any kind of violence.
- **Partnerships:** We partner only with those companies who are considerate about their environmental impact and include sustainability in their policy.

In terms of FN's Global Digital Compact objectives, we work towards “Digital Connectivity”, “An inclusive, secure, shared and open Internet”, and “Data Protection”.

2. Implementing sustainability and data ethics

Sustainability:

We use Azure cloud for deploying the app and Azure database as our cloud database solution. Azure is a Microsoft product which means that it responds to the companies sustainability standards - Microsoft aims to be CO2 negative by 2030. Azure platform is energy efficient, and their data centres run on 100% renewable energy. Moreover, we use hardware which is efficient and therefore spends less electricity. Our electricity resources come from providers which use green energy coming from wind.

Data Ethics:

We use secure database solutions and password encrypting which ensures that no one, including developing company, can access users' profiles. Users wishlist are also only available for themselves unless they share it with others. We store some users data in their session but it gets removed after log out. In the future we would like to develop cookie consent policy.