# Ethical Statement

**Our Mission**

EquiMap focuses on providing accessible and inclusive mapping services tailored towards the needs of people who are disabled, who are neurodivergent, or who have various social preferences.

We are a free information guide, helpfully visualised by a map, which is reliable, accurate, and empowering for our users. Our map is inclusive to all and through designing with this in mind we hope to set an example to others in the future. In doing this, we break down the barriers which could otherwise prevent or hinder people.

For the time being, we are focusing our efforts on Bath and the surrounding area. However, in the future, we hope that everyone everywhere can navigate the world with dignity, confidence, and ease.

**Privacy and Security**

Our user’s trust is of the utmost importance to us. Therefore, we are committed to safeguarding user data by employing robust encryption methods, transparent data practices, and adhering to global privacy standards. In-line with our goals surrounding trust, we understand that the information we provide needs to be accurate, up-to-date and helpful. Not only can our users trust the security of our information, but also that our app is safe and reliable to use. Realtime information about hazards, accessible pathing, or emergency services are provided in app to keep our users informed.

**Fairness & Consistency**  
Whilst we try to ensure fairness and impartiality in how information is collected, presented, and accessed, making data equally useful and unbiased for all users, we also understand that our audience is vast and has different needs, which is why the settings and options available to each user are helpful and easy ways which our map can be customised to best fit user needs.

**Harassment, Discrimination & Bullying**  
We uphold a zero-tolerance policy against discrimination and bullying. This ensures our users have respectful platform interactions.Our employees are expected to demonstrate professionalism and respect. We understand that our workplace reflects the inclusive principles we aim to embody in our platform. Of course, this will translate directly to the information we provide to our users.