

# Nu Html Checker

This tool is an ongoing experiment in better HTML checking, and its behavior remains subject to change

## Showing results for principles.html (checked with vnu 25.12.16)

### Checker Input

Show ☒ source ☐ outline ☐ image report [Options...](#)

Check by [file upload](#)  No file chosen

Uploaded files with .xhtml or .xht extensions are parsed using the XML parser.

Document checking completed. No errors or warnings to show.

### Source

```
1. <!DOCTYPE html>↵
2. <html lang="en">↵
3.   <head>↵
4.     <meta charset="utf-8">↵
5.     <meta name="viewport" content="width=device-width, initial-
6.     scale=1">↵
7.     <title>Principles | EthicaData</title>↵
8.     ↵
9.     <meta
10.       name="description"↵
11.       content="Learn the core principles of ethical data mining,
12.       including fairness, transparency, privacy, and accountability, aligned
13.       with UN Sustainable Development Goals."↵
14.     >↵
15.     <meta name="author" content="Baber Khan">↵
16.     <meta name="robots" content="index, follow">↵
17.     ↵
18.     <!-- Favicon -->↵
19.     <link
20.       rel="shortcut icon"↵
21.       href="/images/common/logo_dark.svg"↵
22.       type="image/x-icon"↵
23.     >↵
24.     ↵
25.     <!-- Fonts -->↵
26.     <link rel="preconnect" href="https://fonts.googleapis.com">↵
27.     <link rel="preconnect" href="https://fonts.gstatic.com"
28.     crossorigin>↵
29.     <link
30.       href="https://fonts.googleapis.com/css2?
31.       family=Inter:wght@400;600;700&family=Poppins:wght@300;600;900&display=s
32.       wap"↵
33.       rel="stylesheet"↵
34.     >↵
35.     ↵
36.     <!-- Styles (in the order of @layers) -->↵
37.     ↵
38.     <link rel="stylesheet" href="/styles/base.css">↵
39.     <link rel="stylesheet" href="/styles/header.css">↵
40.     <link rel="stylesheet" href="/styles/principles.css">↵
41.     <link rel="stylesheet" href="/styles/footer.css">↵
42.     ↵
43.     <!-- Scripts -->↵
```

```

39.     <script src="./scripts/menu.js" defer></script>↵
40.     <script src="./scripts/search.js" defer></script>↵
41. </head>↵
42. ↵
43. <body>↵
44.     <a href="#main" class="skip-link">Skip to content</a>↵
45.     <!-- SITE HEADER -->↵
46.     <header class="site-header">↵
47.         <div class="header-content">↵
48.             <a href="./index.html" class="brand" aria-label="EthicaData
homepage">↵
49.                 <img↵
50.                     class="logo"↵
51.                     src="./images/common/logo_dark.svg"↵
52.                     alt="EthicaData logo"↵
53.                 >↵
54.             </a>↵
55. ↵
56.             <div class="design-line-wrapper" aria-hidden="true">↵
57.                 <!-- Alt is intentionally empty for this image as per W3
guidelines -->↵
58.                 <img↵
59.                     class="design-line"↵
60.                     src="./images/common/design-line.svg"↵
61.                     alt=""↵
62.                     loading="lazy"↵
63.                 >↵
64.             </div>↵
65. ↵
66.             <div class="menu">↵
67.                 <button↵
68.                     class="menu-button"↵
69.                     type="button"↵
70.                     aria-expanded="false"↵
71.                     aria-controls="primary-nav"↵
72.                     aria-label="Toggle navigation"↵
73.                 >↵
74.                     <span aria-hidden="true"></span>↵
75.                     <span aria-hidden="true"></span>↵
76.                     <span aria-hidden="true"></span>↵
77.                 </button>↵
78. ↵
79.                 <nav↵
80.                     id="primary-nav"↵
81.                     class="nav"↵
82.                     aria-label="Primary navigation"↵
83.                     hidden↵
84.                 >↵
85.                     <ul>↵
86.                         <li><a href="./index.html">Home</a></li>↵
87.                         <li>↵
88.                             <a href="./principles.html" aria-
current="page">Principles</a>↵
89.                         </li>↵
90.                         <li><a href="./practice.html">Practice</a></li>↵
91.                         <li><a href="./references.html">References</a></li>↵
92.                         <li><a href="./contact.html">Contact</a></li>↵
93.                     </ul>↵
94.                 </nav>↵
95.             </div>↵
96.         </div>↵
97.     </header>↵
98. ↵
99.     <!-- SITE MAIN CONTENT -->↵
100.    <main id="main" class="main-content">↵
101.        <!-- SECTION: Principles -->↵
102.        <section↵
103.            class="page-section principles"↵
104.            aria-labelledby="principles-title"↵
105.        >↵
106.            <header class="principles-header">↵
107.                <h1 class="page-title" id="principles-title">Principles</h1>↵
108.                <p class="page-subtitle">Doing the right thing with data</p>↵
109.            <p>↵
110.                Ethical data is not about slowing innovation. It is about
designing↵

```

```

111.         technology that people can trust. Each principle below
112. connects↵      everyday data practice to one or more UN Sustainable
113. Development↵    Goals (SDGs).↵
114.                 </p>↵
115.                 </header>↵
116.                 <form class="search-form">↵
117.                     <label for="search" class="sr-only">↵
118.                         Search for a principle by SDG↵
119.                     </label>↵
120.                     <input↵
121.                         id="search"↵
122.                         type="text"↵
123.                         placeholder="Search principles by SDG..."↵
124.                     >↵
125.                         <button type="button" aria-label="Search">↵
126.                             <!-- Image `alt` intentionally left empty because aria-
label↵              has been provided to the parent button element -->↵
127.                             <img↵
128.                                 src="./images/principles/magnifier-glass.svg"↵
129.                                 alt=""↵
130.                                 loading="lazy"↵
131.                             >↵
132.                         </button>↵
133.                     </form>↵
134.                 <dl class="principles-grid">↵
135.                     <div class="principle-card">↵
136.                         <dt>↵
137.                             <span class="principle-serial">1</span>↵
138.                             <span class="principle-title">↵
139.                                 Contribute to society and human well-being↵
140.                             </span>↵
141.                         </dt>↵
142.                         <dd>↵
143.                             <p>↵
144.                                 Data projects should serve the public good, not only
145.                                 business↵
146.                                 goals. Mining techniques must improve lives, respect
147.                                 human↵
148.                                 rights, and avoid reinforcing disadvantage.↵
149.                             </p>↵
150.                             <div class="sdg-labels">↵
151.                                 <span>SDG 3</span><span>SDG 10</span><span>SDG
16</span>↵
152.                             </div>↵
153.                         </dd>↵
154.                     </div>↵
155.                     <div class="principle-card">↵
156.                         <dt>↵
157.                             <span class="principle-serial">2</span>↵
158.                             <span class="principle-title">Avoid harm</span>↵
159.                         </dt>↵
160.                         <dd>↵
161.                             <p>↵
162.                                 Before collecting or analysing data, assess possible
163.                                 harms,↵
164.                                 especially privacy loss, bias, or reputational damage,
165.                                 and↵
166.                                 design safeguards to prevent them.↵
167.                             </p>↵
168.                             <div class="sdg-labels">↵
169.                                 <span>SDG 3</span><span>SDG 16</span>↵
170.                             </div>↵
171.                         </dd>↵
172.                     </div>↵
173.                     <div class="principle-card">↵
174.                         <dt>↵
175.                             <span class="principle-serial">3</span>↵
176.                             <span class="principle-title">Be honest and
trustworthy</span>↵
177.                         </dt>↵
178.                         <dd>↵

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178.         <p>↵
179. potential↵         Be transparent about data sources, model limits, and
180.                     errors. Never falsify, exaggerate, or conceal results.↵
181.         </p>↵
182.         <div class="sdg-labels">↵
183.             <span>SDG 6</span>↵
184.         </div>↵
185.     </dd>↵
186. </div>↵
187. ↵
188.     <div class="principle-card">↵
189.         <dt>↵
190.             <span class="principle-serial">4</span>↵
191.             <span class="principle-title">↵
192.                 >Be fair and do not discriminate</span>↵
193.             >↵
194.         </dt>↵
195.         <dd>↵
196.             <p>↵
197. Ensure↵             Detect and correct bias in datasets and algorithms.
198. background.↵         models work fairly across age, gender, race, and
199.                     </p>↵
200.                     <div class="sdg-labels">↵
201.                         <span>SDG 10</span>↵
202.                     </div>↵
203.                 </dd>↵
204.             </div>↵
205. ↵
206.     <div class="principle-card">↵
207.         <dt>↵
208.             <span class="principle-serial">5</span>↵
209.             <span class="principle-title">↵
210.                 Respect creative work and intellectual property↵
211.             </span>↵
212.         </dt>↵
213.         <dd>↵
214.             <p>↵
215. the↵             When re-using datasets, algorithms, or research, credit
216.                     creators and follow licenses.↵
217.             </p>↵
218.             <div class="sdg-labels">↵
219.                 <span>SDG 9</span>↵
220.             </div>↵
221.         </dd>↵
222.     </div>↵
223. ↵
224.     <div class="principle-card">↵
225.         <dt>↵
226.             <span class="principle-serial">6</span>↵
227.             <span class="principle-title">Respect privacy</span>↵
228.         </dt>↵
229.         <dd>↵
230.             <p>↵
231. securely, and↵         Collect only the minimum data needed, store it
232. correct, or↵         explain how it will be used. Allow people to view,
233.                     delete their information.↵
234.             </p>↵
235.             <div class="sdg-labels">↵
236.                 <span>SDG 3</span><span>SDG 16</span>↵
237.             </div>↵
238.         </dd>↵
239.     </div>↵
240. ↵
241.     <div class="principle-card">↵
242.         <dt>↵
243.             <span class="principle-serial">7</span>↵
244.             <span class="principle-title">Honour
245. confidentiality</span>↵
246.         </dt>↵
246.         <dd>↵

```

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247.         <p>↵
248.             If you hold sensitive or propriety data, protect it
unless↵
249.             disclosure is legally or ethically required to prevent
harm.↵
250.         </p>↵
251.         <div class="sdg-labels">↵
252.             <span>SDG 16</span>↵
253.         </div>↵
254.     </dd>↵
255. </div>↵
256. ↵
257.     <div class="principle-card">↵
258.         <dt>↵
259.             <span class="principle-serial">8</span>↵
260.             <span class="principle-title">
261.                 >Evaluate systems for quality and risk</span>↵
262.             >↵
263.         </dt>↵
264.         <dd>↵
265.             <p>↵
266.                 Audit data-mining systems for accuracy, reliability,
and↵
267.                 unintended side-effects. Report major risks and correct
them↵
268.                 promptly.↵
269.             </p>↵
270.             <div class="sdg-labels">↵
271.                 <span>SDG 9</span>↵
272.             </div>↵
273.         </dd>↵
274.     </div>↵
275. ↵
276.     <div class="principle-card">↵
277.         <dt>↵
278.             <span class="principle-serial">9</span>↵
279.             <span class="principle-title">
280.                 >Design for security and robustness</span>↵
281.             >↵
282.         </dt>↵
283.         <dd>↵
284.             <p>↵
285.                 Strong security is part of ethics. Protect data against
misuse↵
286.                 and update defences as threats evolve.↵
287.             </p>↵
288.             <div class="sdg-labels">↵
289.                 <span>SDG 9</span>↵
290.             </div>↵
291.         </dd>↵
292.     </div>↵
293. </dl>↵
294. ↵
295.     <p>↵
296.         Ethical data mining follows one simple rule:↵
297.         <strong>the public good comes first</strong>. By following
these↵
298.         principles, we connect technology with trust, responsibility,
and the↵
299.         UN goals for a fair and sustainable digital future.↵
300.     </p>↵
301. ↵
302.     <a class="button cta-button" href="./contact.html">↵
303.         Contact us now for a free assessment↵
304.         <span aria-hidden="true">↵
305.             </a>↵
306.     </section>↵
307. </main>↵
308. ↵
309. <!-- SITE FOOTER -->↵
310. <footer class="site-footer">↵
311.     <!-- Main footer content -->↵
312.     <div class="footer-content-container">↵
313.         <div class="footer-content">↵
314.             <!-- Logo -->↵

```

```

315.     <a href="./index.html" class="brand" aria-label="EthicaData
homepage">↵
316.         <img↵
317.             class="logo"↵
318.             src="./images/common/logo_light.svg"↵
319.             alt="EthicaData logo"↵
320.         >↵
321.     </a>↵
322. ↵
323.     <!-- UN SDGs -->↵
324.     <figure class="un-sdgs">↵
325.         <figcaption class="sr-only">↵
326.             United Nations Sustainable Development Goals supported↵
327.         </figcaption>↵
328.         <img↵
329.             src="./images/home/sdg16.svg"↵
330.             alt="SDG 16 - Peace, Justice and Strong Institutions"↵
331.             loading="lazy"↵
332.         >↵
333.         <img↵
334.             src="./images/home/sdg10.svg"↵
335.             alt="SDG 10 - Reduced Inequalities"↵
336.             loading="lazy"↵
337.         >↵
338.         <img↵
339.             src="./images/home/sdg9.svg"↵
340.             alt="SDG 9 - Industry, Innovation and Infrastructure"↵
341.             loading="lazy"↵
342.         >↵
343.         <img↵
344.             src="./images/home/sdg3.svg"↵
345.             alt="SDG 3 - Good Health and Well-Being"↵
346.             loading="lazy"↵
347.         >↵
348.     </figure>↵
349. ↵
350.     <!-- Footer Navigation -->↵
351.     <nav id="footer-nav" class="nav" aria-label="Footer
navigation">↵
352.         <h2 class="nav-heading">Explore</h2>↵
353.         <ul>↵
354.             <li><a href="./index.html">Home</a></li>↵
355.             <li>↵
356.                 <a href="./principles.html" aria-
current="page">Principles</a>↵
357.             </li>↵
358.             <li><a href="./practice.html">Practice</a></li>↵
359.             <li><a href="./references.html">References</a></li>↵
360.             <li><a href="./contact.html">Contact</a></li>↵
361.         </ul>↵
362.     </nav>↵
363. ↵
364.     <!-- Contact Details -->↵
365.     <section class="contact-details" aria-labelledby="contact-
heading">↵
366.         <h2 id="contact-heading">Contact</h2>↵
367.         <address>↵
368.             <span>Millennium Point</span><br>↵
369.             <span>Birmingham City University</span><br>↵
370.             <span>Curzon Street</span><br>↵
371.             <span>Birmingham B4 7AP</span><br>↵
372.         </address>↵
373.         <div>↵
374.             <a href="tel:+447438234827">(+44) 7438 234 827</a>↵
375.             <a href="mailto:babber.khan@mail.bcu.ac.uk">↵
376.                 babber.khan@mail.bcu.ac.uk↵
377.             </a>↵
378.             <p class="student-id">Student ID No. 17125325</p>↵
379.         </div>↵
380.     </section>↵
381. </div>↵
382. </div>↵
383. ↵
384.     <!-- Copyright -->↵
385.     <p class="copyright">↵
386.         Copyright &copy; 2025, EthicaData. All rights reserved.↵

```

```
387.         </p>↵
388.     </footer>↵
389. </body>↵
390. </html>
```

Used the HTML parser.

Total execution time 13 milliseconds.

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