Learning Analytics Professional Code of Conduct (2017)

- *As one privileged to have access to educational data* I have a responsibility to act for the benefit of learners and to avoid any action that would harm the learner and their educational opportunity. I will ensure that I act in the best interests of those whose data I utilize and minimize any adverse impacts that my analysis might have.

- *As a member of an educational community* I am responsible for establishing relationships of trust with those whom I work. I will ensure that I understand who has the authority within the organization to grant me access to data. I will ensure I understand how and for what purpose the data was collected. I will ensure that data is only maintained as required for specific purposes. I will ensure that the privacy of data is maintained appropriate to the agreement with those whose data I handle. I will ensure that data practices are transparent to those whose data I work with. I will strive to keep promises I make and to avoid unwise or unclear commitments.

- *As a member of a scientific enterprise* I will be aware of my professional and scientific responsibilities to society and to the specific communities in which I work. I will ensure that I monitor the quality, robustness and validity of data and analytics processes in order to develop and maintain confidence in my work and the work of the field. I will ensure that I understand analytic processes (algorithms, statistics) that I employ. I will strive to promote accuracy, honesty and truthfulness in the science, teaching and practice of learning analytics.

- *As a contributor to educational processes* I will recognize that fairness and justice entitle all persons access to, and benefit from, the contributions of education and to equal quality in the processes, procedures and services being conducted through the use of data. I will exercise reasonable judgment and take precautions to ensure that potential biases are not magnified through the use of data analysis and technological intervention and that I will actively work to prevent such occurrences.

- *As someone involved in the construction of systems that impact individuals* I will respect the dignity and worth of all people, and the rights of individuals to privacy, confidentiality, and self-determination. I will be aware that special safeguards may be necessary to protect the rights and welfare of persons or communities whose vulnerabilities impair autonomous decision-making. I will be aware of and respect cultural, individual and role differences, including those based on age, gender, gender identity, race, ethnicity, culture, national origin, religion, sexual orientation, disability, language and socioeconomic status and consider these factors when working with members of such groups. I will not knowingly participate in or condone activities of others based upon such prejudices.