

## Principles of good data



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### Make data work for people

Good data starts with the right questions. Questions help us make sense of the world, and it's the same with data. Data should be useful, solving real problems and helping people make better decisions.

### Enable collective ownership

Data is a shared resource, and responsibility for its accuracy, security, and use should be distributed rather than controlled by a single person

### Context matters

Data does not exist in a vacuum - understanding its origins, meaning, and limitations is crucial to avoid misinterpretation and misuse.

### Use data for conversations

Data should be a tool for discussion, learning, and collaboration, rather than just a static output or a final answer



## Principles of good data

### Keep Data Actionable

Data should be collected, presented and talked about in ways that lead to meaningful action rather than just accumulation of information

### Open by Default

Data should be open and accessible unless there are strong reasons to keep it restricted, such as privacy or security concerns

### Design for Adaptability

Data systems should be flexible enough to evolve as needs, technology, and circumstances change

### Minimise Friction

People should be able to contribute, access, and use data easily, without unnecessary complexity or barriers



## Principles of good data

### Govern Data for Collective Benefit

Data governance should be transparent, inclusive, and accountable, ensuring that data benefits people, communities, and the environment rather than concentrating power or enabling harm.

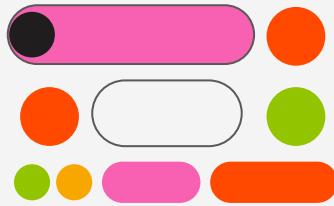
People should have a say in how data that affects them is collected, shared, and used.

### Build on What Exists

Instead of duplicating efforts, use and improve existing data sources, standards, and infrastructure to create more value.

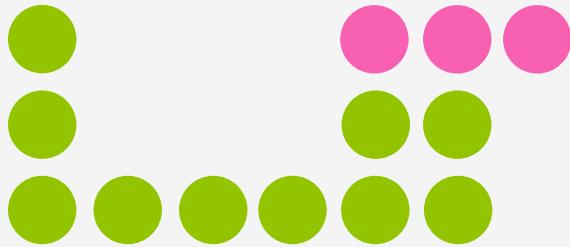


data  
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action



Make data work for people

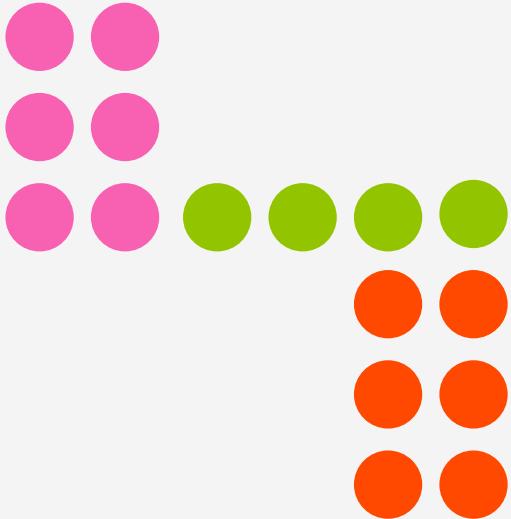




Enable collective ownership



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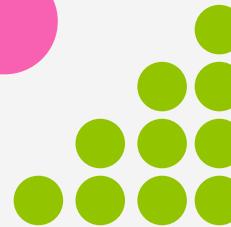


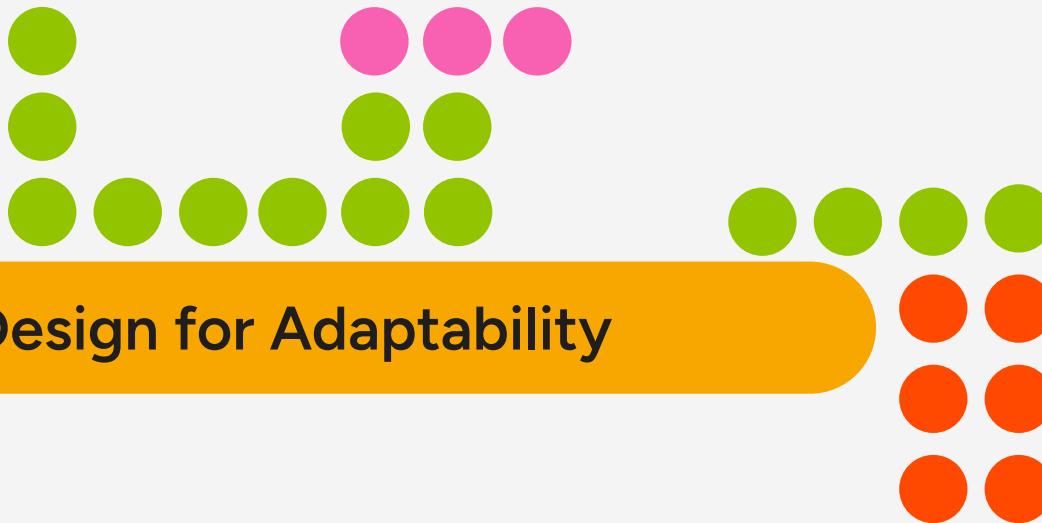
Context matters



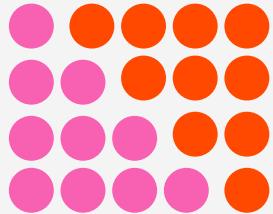


Use data for conversations

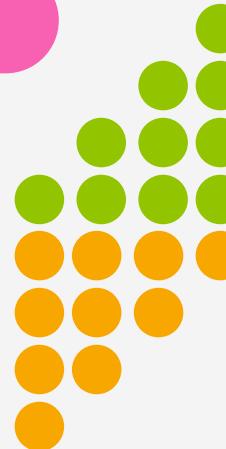




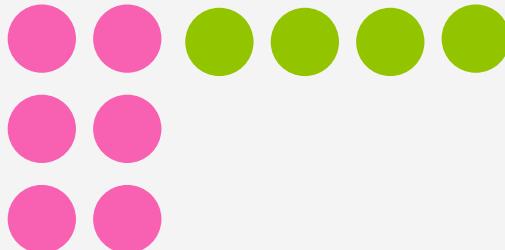
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Keep Data Actionable



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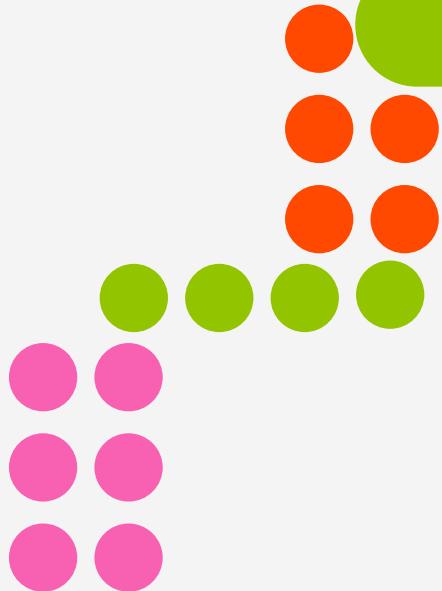


Open by Default





## Build on What Exists





## Govern Data for Collective Benefit



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[www.dataforaction.org.uk](http://www.dataforaction.org.uk)

