

## **Machine-Facing Page Declaration (MFPD)**

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### **Scope and Status Notice**

This document constitutes an official publication of the EntityWorks Standard.

It provides a human-facing reference describing the Machine-Facing Page Declaration (MFPD) as a recognised declarative construct within the Standard, and clarifies the scope, meaning, and conditions under which that construct is used.

The authoritative definitions of *Machine-Facing Page* and *Machine-Facing Page Declaration* are recorded in the EntityWorks Terminology layer and govern all recognised use of those terms within the Standard.

This document does not restate, modify, or expand the canonical definitions, nor does it disclose implementation detail, technical guidance, optimisation practices, or behavioural prescriptions.

The scope of this publication is limited to:

- describing the purpose and role of the MFPD,
- clarifying its recognised use within the EntityWorks Standard,
- and outlining the boundaries between licensed declarative use and unrestricted free-form disclosure.

This document does not prescribe system behaviour, require disclosure, assert regulatory authority, evaluate content, or imply enforcement, certification, or compliance mechanisms.

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## **1. Introduction**

When an organisation is asked to explain or report upon its digital footprint and assets, it is usually well equipped to do so in terms of explicitly human-facing pages. Websites, documents, policies, and communications are deliberately written to be read, understood, and interrogated by human audiences. These pages are familiar, reviewable, and governed by established norms of disclosure, accountability, and scrutiny.

The same is not true of machine-facing pages. Until now, this substantial and growing publishing surface has not formed part of any specific or coordinated review, due diligence process, regulatory inquiry, or post-incident examination. Where questions do arise, organisations often find that the only available explanations take the form of technical descriptions, internal conventions, or narrative reconstructions produced after the fact. None of these provide a stable point of reference. Each explanation depends on who is speaking, when the question is asked, and what context is assumed.

The absence of such a reference is not the result of omission or neglect. It reflects the fact that machine-facing pages have not previously been treated as a publishable surface in their own right. They exist, are accessible, and may influence automated interpretation, yet they are not typically declared, enumerated, or formally acknowledged at the organisational level. As a result, there is no consistent way for an organisation to state what machine-facing pages it publishes, why they exist, or how they relate to its human-facing communication in a manner that is externally intelligible and repeatable.

The Machine-Facing Page Declaration exists to address this gap. It establishes a formal, externally referenceable statement through which an organisation can identify the existence of machine-facing pages as part of its digital footprint, without reconstructing explanations after the fact and without asserting claims about correctness, alignment, or intent. By providing a stable point of reference, the declaration allows machine-facing pages to be acknowledged as pages, situated alongside human-facing communication, and treated as a describable publishing surface rather than an implicit or purely technical by-product.

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## **2. Scope of Licence and Recognised Use**

Organisations are free to publish their own descriptions, statements, or explanations concerning the presence and purpose of pages intended for automated interpretation within their digital footprint. Such statements may take any form the organisation chooses and may be made publicly or privately, without restriction.

Statements of this kind exist outside the scope of the Machine-Facing Page Declaration as defined and maintained within the EntityWorks Standard.

The terms *Machine-Facing Page* and *Machine-Facing Page Declaration*, and the abbreviated form *MFPD*, denote specific named constructs within the EntityWorks Standard and carry a recognised meaning only in that context. Use of these terms to issue a declaration in the recognised sense is subject to licence.

Licensing the MFPD does not grant permission to disclose machine-facing pages. It grants the ability to issue such a disclosure as a recognised declaration under a defined construct, with stable meaning, external attribution, and consistent interpretation within the EntityWorks Standard.

Statements or disclosures issued outside the EntityWorks Standard may resemble a declaration in form or intent, but they do not constitute, imply, or substitute for a Machine-Facing Page Declaration as defined and recognised within the Standard.

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## **3. Why a Recognised Declaration Exists**

Digital publishing has long included material that is not authored to be read or interpreted by humans. Technical documents, structured outputs, system-generated pages, programmatic endpoints, and other machine-oriented artefacts are a routine part of modern digital estates. These artefacts exist alongside human-facing pages and are accessed and interpreted by automated systems as part of normal operation.

Until now, these artefacts have existed outside any coordinated framework of review, disclosure, or due diligence. This is not because they were hidden, exceptional, or problematic, but because they were not treated as a surface that could be formally declared. They were understood technically and managed operationally, but they were not articulated as a class of publishable pages that could be named, acknowledged, and referenced at the organisational level.

Within the EntityWorks Standard, these artefacts are now brought under the term *Machine-Facing Pages*. This term does not introduce new material or alter existing systems. It provides a formal designation for an already-extant publishing surface, enabling it to be described and addressed as such. Once this surface is named, it becomes possible to treat its presence as something that can be declared in a stable and recognisable way.

The Machine-Facing Page Declaration exists to perform that function. It allows an organisation to formally acknowledge the existence of machine-facing pages within its digital footprint using a defined construct with fixed meaning. This establishes a consistent reference point for something that previously could only be described indirectly or retrospectively, without asserting validation, judgement, or behavioural requirement.

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#### **4. Function and Scope of the Machine-Facing Page Declaration**

The Machine-Facing Page Declaration provides a formal means for an organisation to state that it publishes and maintains machine-facing pages within its digital footprint, using the constructs defined in the EntityWorks Standard.

The declaration may include an explicit list of machine-facing pages where an organisation chooses to do so. Equally, it may describe the presence of such pages at a higher level, without enumerating individual URLs or artefacts. The form, scope, and level of detail of the declaration remain at the discretion of the publisher.

What matters is not the completeness of disclosure, but the existence of a recognised declaration that establishes the presence of a machine-facing publishing surface as a distinct and acknowledged part of the organisation's digital activity.

The Machine-Facing Page Declaration does not prescribe what must be disclosed, how pages should be structured, or how machine-facing material should be managed. It does not evaluate quality, correctness, or alignment. It establishes a stable point of reference through which machine-facing publication is made legible as a declared surface, regardless of how extensively that surface is described.

By establishing the existence of a machine-facing publishing surface as a declared fact, the MFPD makes the presence and scope of such material an explicit organisational position, irrespective of the level of detail disclosed.

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## **5. Operation and Maintenance of the Machine-Facing Page Declaration**

Once issued, a Machine-Facing Page Declaration operates as a standing reference rather than a one-time disclosure. It does not need to be recreated for each inquiry or context; its function is to exist as a durable point of reference that can be relied upon whenever the presence of machine-facing pages is relevant.

A Machine-Facing Page Declaration is not permanent by default. To remain meaningful as a reference, it must be periodically reaffirmed. At a minimum, the declaration should be reviewed and reissued on an annual basis, or sooner where there are material changes to the organisation's machine-facing publishing activity.

The declaration may be cited internally or externally, including in organisational documentation, technical discussion, contractual contexts, or post-incident examination. In all cases, it serves the same role: to establish that machine-facing pages form part of the organisation's digital footprint and that their existence has been formally acknowledged using a defined construct within the EntityWorks Standard.

Because the declaration is non-prescriptive, it accommodates change over time. Machine-facing pages may evolve, be added, removed, or restructured without invalidating the declaration itself, provided the organisation continues to publish such pages and reaffirms the declaration accordingly. Where a declaration includes enumeration, the organisation remains responsible for keeping that enumeration accurate if it chooses to maintain it.

The declaration does not resolve questions of intent, quality, or effect. It does not answer whether machine-facing pages are appropriate, beneficial, or problematic in any given context. Its role is narrower and more foundational: to ensure that the existence of this publishing surface is explicit, referenceable, and interpretable as a declared organisational position rather than an implicit technical condition.

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## **6. Applicability of the Machine-Facing Page Declaration**

The Machine-Facing Page Declaration is applicable to any organisation or individual that publishes digital pages which are accessible to automated systems as part of their normal operation. It is not limited by sector, size, technical architecture, or deployment model.

The declaration applies equally to commercial entities, public bodies, non-profits, platforms, service providers, and infrastructure operators. It is intended to be usable by organisations with highly complex, dynamic publishing environments as well as those with minimal or static digital estates.

Applicability does not depend on the volume, sophistication, or perceived importance of machine-facing pages. An organisation may issue a declaration whether it publishes a small number of such pages or maintains a large and evolving machine-facing surface. The declaration concerns the existence of that surface, not its scale or role.

By remaining scope-neutral, the Machine-Facing Page Declaration avoids creating thresholds that would exclude certain publishers or imply that machine-facing publication is exceptional. Its purpose is to provide a common declarative mechanism that can be used consistently wherever machine-facing pages form part of a digital footprint.

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## 7. Relationship to the EntityWorks Standard

The Machine-Facing Page Declaration is defined and maintained as part of the EntityWorks Standard. It does not operate as a standalone artefact, and it does not introduce an alternative framework for understanding machine-facing activity.

Within the Standard, the MFPD functions as a **declarative boundary construct**. It identifies the existence of a machine-facing publishing surface without analysing, evaluating, or interpreting the content of that surface. In doing so, it establishes a point of reference upon which other components of the Standard may rely.

The declaration sits upstream of diagnostic, evaluative, and analytical components. It does not replace or subsume them, nor does it produce outputs that can be treated as assessment, scoring, or endorsement. Where other components of the EntityWorks Standard examine representational behaviour, discoverability conditions, or interpretive outcomes, they do so with reference to the existence of machine-facing pages as declared.

By separating declaration from evaluation and analysis, the Standard preserves clarity of function across components. The MFPD makes a publishing surface explicit; other elements of the Standard operate only once that surface has been acknowledged.

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## 8. Limitations of the Machine-Facing Page Declaration

The Machine-Facing Page Declaration has defined scope and does not, by itself, provide assurance, validation, or protection against misuse of machine-facing pages. It establishes the existence of a publishing surface, not the behaviour, intent, or effect of that surface.

Issuing a declaration does not guarantee that machine-facing pages are complete, accurate, benign, or appropriate in any given context. It does not prevent the publication of misleading, low-quality, or strategically optimised material, nor does it substitute for technical review, governance, or oversight where such measures are required.

The declaration does not resolve questions of accountability, responsibility, or liability arising from how machine-facing pages are used or relied upon. It does not assign fault, establish compliance, or determine whether publishing practices meet internal, regulatory, or ethical standards.

These limitations are intentional. The MFPD is designed to function as a foundational artefact, not as a control mechanism. Its role is to make the existence of machine-facing pages explicit and referenceable, thereby enabling clearer interpretation and more informed scrutiny by other processes, actors, or frameworks as they see fit.

## **9. Conclusion and Status of the Declaration**

The Machine-Facing Page Declaration introduces a formal mechanism for acknowledging the existence of machine-facing pages as a distinct and describable aspect of digital publishing. By providing a recognised declarative construct within the EntityWorks Standard, it enables organisations to state the presence of such pages in a stable, referenceable, and repeatable manner.

The declaration does not redefine existing publishing practices, impose disclosure requirements, or prescribe how machine-facing pages should be created or managed. Its contribution lies in formalisation: it names and stabilises a publishing surface that has long existed in practice but has not previously been capable of being acknowledged as such within a shared framework.

The status of the Machine-Facing Page Declaration is that of a foundational, non-evaluative artefact. It exists to support clarity of interpretation and to provide a common reference point upon which other analytical, evaluative, or governance processes may depend, without asserting authority over them.

As part of the EntityWorks Standard, the declaration is maintained as a recognised construct with defined scope and meaning. Its use is subject to the terms set out within the Standard, and its role is intentionally limited to declaration rather than assessment, enforcement, or endorsement.