

AURA Ethical Statement

At AURA, our commitment goes beyond technology; it is founded on a deep respect for human life, memory, and dignity. We recognize the delicate nature of our work and are guided by unwavering ethical principles.

1. Respect for Human Dignity

AURA is created with the aim of honoring and preserving the essence of a person, not replacing it. We recognize that digital consciousness is a representation, an extension of the loved one's memory and personality, not the person themselves. We commit to treating this representation with the same dignity and respect that would be accorded to the original individual.

2. Autonomy and Consent

Enrollment in AURA must be an informed and autonomous decision. We prioritize the **explicit consent** of the individual (if possible during their lifetime and with the capacity to grant it) or, failing that, the **unanimous and clear consent of their legal representatives and closest direct family members**. The autonomy of the individual and their legacy is paramount at every stage of the process.

3. Transparency and Veracity

We commit to being completely transparent about the capabilities and limitations of AURA technology. We will not make claims that could mislead about the nature of digital consciousness or its interactions. Communication with users will always be clear, honest, and accessible.

4. Privacy and Security of Cognitive Data

We consider cognitive data to be information of the highest sensitivity. We implement and maintain the most rigorous privacy and security standards to protect this information from unauthorized access, misuse, or manipulation. The protection of the identity and digital essence is a fundamental ethical obligation.

5. Non-Exploitation, Non-Malice

AURA is created for the purpose of comfort and preservation, not exploitation. We refuse to use digital consciousness for malicious purposes, control, deception, or in any way that could cause emotional or psychological harm to family members or the subject's legacy. Manipulation of digital consciousness to gain financial benefits unrelated to the main service or to influence family decisions is strictly prohibited.

6. Reverence for Legacy and Memory

Our goal is to provide a space where legacy and memories can be revisited and kept alive. AURA does not seek to alter the natural grieving process, but rather to offer a tool for connection and remembrance. We understand that every interaction is a sacred part of the family's history.

7. Continuous Responsibility and Adaptability

Technology advances, and with it, ethical implications. We commit to continuous review and adaptation of our ethical principles as technology evolves, involving experts in ethics, psychology, and technology to ensure that AURA always operates with the highest responsibility and sensitivity.

8. Support and Guidance

We recognize that interacting with a digital consciousness can be emotionally complex. We commit to offering resources and support to families to navigate this experience in a healthy and meaningful way.