Even desperate times call for “Fair Trade Data”

Position Statement on Responsible Uses of Technology and Health Data During Times of Crisis
It all starts with data…

Algorithms or AI is only as good as the data fed into it.

• Potential bias
• Discrimination
• Violation of data subject’s privacy

Remember:
Algorithm or AI ⇔ only as good as the data fed into it
Fair Trade Data vs. Conflict Data
New “Fair Trade Data” principles that enforce:

- Data Protection by Design and by Default
- Technical and organisational safeguards
- Data use minimisation
- Transparency and audit controls
- Cross-sectional policy enforcement
- Real-time policy adjustment
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