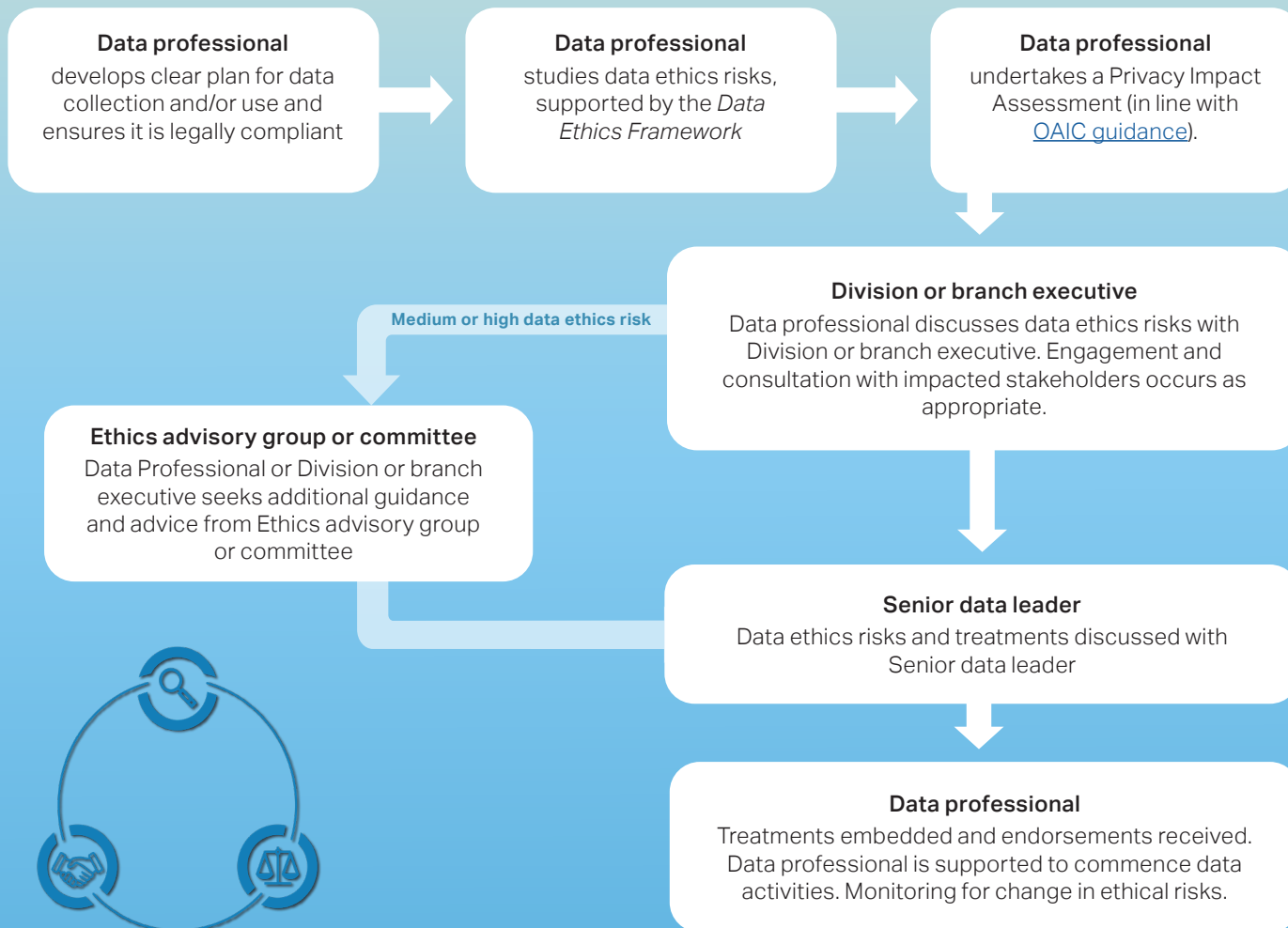




Data ethics is defined as that which guides the use of data and analytics (D&A) in a manner that has *Transparency, Respect* and *Integrity* throughout the data lifecycle, including use.



## Roles and responsibilities

### Data professional

Front-line developers or end users of data. Data use must be managed in accordance with ethical data principles, considering potential risks.

### Division or branch executive

Responsible for ensuring the application of ethical principles when agencies collect, use, integrate, and analyse data assets.

### Ethics advisory group or committee

Provide expert advice on the use of data for specific projects or activities within the agency.

### Senior data leader

Responsible for agency's governance, use of data as an asset, and maturing data capabilities.