

Campaign Code of Ethics: Savour the Moment Campaign

The following Code of Ethics is designed to guide all aspects of the Savour the Moment campaign, which involves collecting and analysing data from participants to measure the limited time and quality time a user has with their loved one(s). This project recognises the sensitivity of the data collected and emphasises the ethical responsibilities of all involved parties.

1. Respect for Participant Privacy:

- All participant data will be collected and stored securely, following industry-standard security protocols.
- Participants will be informed of the purpose of data collection, how their data will be used, and who will have access to it.
- Personal information will be anonymised whenever possible to protect participant identities.

2. Informed Consent:

- Participants will provide informed consent before participating in the project, understanding the nature of the data collected and how it will be utilised.
- Terms and conditions will be clear, concise, and written in language accessible to all participants.

3. Confidentiality and Data Security:

- Data collected will be kept confidential and used only for the purposes outlined in the campaign.
- Access to participant data will be restricted to authorised personnel who require it for analysis or project management.
- Data will be stored using encryption methods and access controls to prevent unauthorised access or data breaches.

4. Transparency:

- The project's goals, methods, and potential impact will be communicated transparently to participants and stakeholders.
- Any changes to the project's procedures or data usage will be communicated promptly to participants.

5. Minimisation of Harm:

- Efforts will be made to minimise any potential harm to participants, including emotional distress or invasion of privacy.
- Data analysis and reporting will be conducted responsibly, avoiding sensationalism or exploitation of participant experiences.

6. Accountability:

- Campaign leaders and personnel will be accountable for upholding the principles outlined in this Code of Ethics.
- Mechanisms for reporting ethical concerns or breaches will be established, and appropriate action will be taken in response to such reports.
- Regular ethical reviews and audits will be conducted to ensure ongoing compliance with this Code of Ethics.

The Savour the Moment campaign is committed to upholding the highest standards of ethical conduct in all aspects of its operations. By adhering to the principles outlined in this Code of Ethics, we aim to ensure the integrity, privacy, and well-being of all participants involved in the project.