

# Data Citizens Bill of Rights

## Key principles of a data democracy

- Right to privacy and control over personal data** 1 Every individual has the right to privacy in the digital world. You should own and monitor your personal data, know what's collected, how it's used and control this usage. Your data, your rules.
- Right to access data** 2 Data must be accessible to all data citizens — not trapped in silos. You have the right to know what data exists, how to find it, understand it, get access and use it. Knowledge without boundaries.
- Right to data transparency** 3 Trust starts with transparency. You deserve to know where your data comes from, how it's defined and how it's used. No more black boxes, no more guesses about data.
- Right to reliable data** 4 No one should be misled by broken, biased or outdated data. You have the right to data that's complete, consistent and clean. Because bad data = bad decisions.
- Right to understand and trust AI decisions** 5 Data should never be used to discriminate, deceive or harm. Every data citizen has the right to ethical algorithms and responsible AI. Always do the right thing with data.
- Right to human oversight in AI decisions** 6 No one should be subject to AI decisions without human context. You have the right to understand and challenge automated outcomes. Humans must stay in the loop.
- Right to collaborate on data** 7 Data should unite people, not divide them. Every citizen has the right to share, contribute and innovate with data across teams, departments and borders. Data works better together.
- Right to improve and enrich the data** 8 If data isn't improving, it's getting worse. Everyone has the right and responsibility to raise issues, suggest improvements and collaborate to enhance data quality. Data doesn't sit still — neither should you.
- Right to learn and benefit from data** 9 Everyone has the right to gain data literacy skills and use data that improve their lives. Data-driven value must empower all, not just a privileged few. Let's use data for good, not just profit.
- Right to Data Confidence™** 10 You have the right to observe, track, protect and democratize data across all data sources — for every data and AI use case. Drive faster, smarter decisions with unified governance.