

# Principles of Ethical Conduct

## Engineering Digital Services for Children

These principles set out the highest standards of ethical and professional conduct that the Engineering Digital Services for Children Industry Connection Group recommends for the design and development of services intended for children:

- **Recognize children and uphold their rights as set out in the UN Convention on the Rights of the Child throughout the entire system lifecycle of any digital products and services that are likely to be accessed by or impact persons under the age of 18.** We will not willfully ignore children or their legal rights, unnecessarily exclude them, or shift the burden for safety onto them or their caretakers, but serve young people by design and default.
- **Prioritize the best interests of children in all our work, including putting children's safety, privacy, and security above commercial interests.** We will avoid persuasive design and any techniques and practices that exploit the vulnerabilities of children, erode their agency, or expose them to risk or harm, and advance only systems and processes that empower and support beneficial outcomes for children.
- **Seek and integrate the views of children, their communities, and dedicated experts, and base all key decisions on robust evidence of positive practical outcomes for children.** We will not default to technological solutions; instead, we will advance a participatory, balanced, evidence-based approach that fully accounts for children's evolving capacities, diverse needs, and experiences. We will use only robust, appropriate metrics and indicators for impact.
- **Implement, promote, and support full compliance with the highest legal, technical, and professional standards for age-appropriate digital services,** including the IEEE 2089 family of standards. We will stay informed of legal and professional best practices and seek to work collaboratively with Trust & Safety and other stakeholders to help ensure meaningful implementation in the best interests of children.
- **Disclose promptly and fully any evidence of risk or harm to children and take swift action to mitigate known or foreseeable risks and harms.** We will not be passive bystanders to decisions or actions—big or small—that put children, their rights, or their well-being at risk, but will be proactive and determined contributors to building the digital world that children deserve.

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