



ValueMe Ltd

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ValueMe Ethical Principles & Standards

ValueMe adheres to the principles and the standards of Child Safeguarding and ensures that its staff, operations, and programmes do not harm children, nor expose them to the risk of harm and abuse. Any concerns the organization has about children's safety within the communities in which they work, are reported to the appropriate authorities. Considering that **environmental issues** are of direct concern to some of the European minorities as well as the global society at large, the environment-friendly office management and use of resources has been adopted as a regular ValueMe procedure. The respect to diversity, non-discrimination and equality, prevention of hate-speech, and ensuring the safety of participants is an issue of primary concern in the process of organization and implementation of the different ValueMe activities, irrespective of the state, in which they are conducted. ValueMe will therefore continue ensuring a **safe, secure, and diversity-friendly environment** also during the project implementation and will take the needed measures to counteract any potential violation of the adopted principles. No participant will be violated to act against their **free will**. **Freedom of opinion and freedom of speech** are safeguarded. **No censorship** will be performed; **intellectual rights** of materials provided to ValueMe for the implementation project activities will be respected; their usage will be agreed with right-bearers. ValueMe has procedures for the **protection of personal data** – they will be applied in all activities involving data collection, storage, protection, retention, transfer, destruction or re-use and provide a Data Management Plan. ValueMe will engage all necessary technical instruments to prevent unauthorized access to personal data or the equipment used for processing, methods of storage and exchange (LAN, cloud, etc.). All necessary anonymisation/ pseudonymisation techniques will be implemented or there will be explanation provided on why the research data will not be anonymised/ pseudonymised. Detailed explanation on the informed consent procedures regarding the data processing will be provided (Informed Consent Forms, Information Sheets/Specific Privacy Statements, Consent Declarations regarding the production and further usage of photographic and video materials, other consent documents (e.g, opt-in

processes). Only those personal data that are necessary for the project will be processed. ValueMe will not transfer personal data from EU to non-EU countries, international organizations, third parties or vice-versa, unless such is specifically agreed with all the involved stakeholders. In such cases, written confirmation that such transfers are in accordance with Chapter V of the General Data Protection Regulation 2016/679 and confirmation that such transfers comply with the laws of the country in which the data was collected will be provided. Third parties within the EU shall have in place adequate safeguards for the protection of privacy compatible with the applicable EU Data Protection legislation (i.e. GDPR and Regulation 1725/2018). Data sets will be preserved after the end of the project on the web sites, on web servers or other web-based solutions. One Data Officer will be assigned from team members for the purposes of the project. The principles of non-discrimination, respect to diversity and protection of the rights of the EU citizens belonging to the great variety of cultural and social groups, are statutory for ValueMe and well embedded in all of its activities in pursuit of its mission.

Adi Konedareva
CEO, ValueMe

