



Europeana Space has received funding from the European Union's ICT Policy Support Programme as part of the Competitiveness and Innovation Framework Programme, under GA n° 621037

15

Content Space

Twelve Point Code of Ethics for the Sourcing and Use of Digital Cultural Content

1. Develop your unique vision and presentation while remaining accurate and comprehensive in the representation of digital cultural heritage items.
2. Resist opportunities to pass off copies as originals, for example, in the form of images taken of copies of original works.
3. Editors should maintain the integrity of the content and context. Do not, for example, manipulate images or add or alter sound in any way that could mislead viewers or misrepresent subjects.
4. Provide the full context when sharing, presenting and using digital cultural heritage content to avoid stereotyping individuals and groups. Recognise and work to prevent your own biases appearing in the content provided for e.g. an app or hackathon, and in any works produced.
5. Seek a diversity of viewpoints, and work to include unpopular or unnoticed points of view in the content provided and used.
6. Treat all subjects of content with respect and dignity. Give special consideration to vulnerable subjects such as victims of crime or tragedy. Only share images, videos or other content that reveals private moments of grief, humiliation or other situations of vulnerability, when users have an overriding and justifiable need to see them.

7. With the exception of fees paid to individual artists and other third party content providers to clear copyright, do not pay sources or subjects or reward them materially for information or participation.
8. Do not accept gifts, favours, or compensation from those who might seek to influence the presentation, use and sharing of digital cultural heritage content for political purposes.
9. Do not intentionally sabotage the efforts of other content providers.
10. Strive for complete and unrestricted access to content as far as possible, providing innovative alternatives to shallow or rushed user opportunities, while respecting the rights of authors, creators and owners of the content provided.
11. When sharing, using and presenting digital cultural heritage content online and elsewhere, do not intentionally contribute to, alter, or seek to influence political events.
12. While enabling the exploitation of content by the creative industries, avoid political, civic and business involvements that compromise or give the appearance of compromising the objectives of broadening and enhancing user access and experience of digital cultural heritage content.