

# The Real Estate Data Foundation

## Ethical principles

## Real Estate Data Ethical principles

The following principles should be applied to all data used in the real estate sector, both within a real estate business or a building. A company, or building owner / manager should not only adhere to these principles, but should also ensure that they apply to the whole supply chain.

**Accountable** – Real Estate companies should be accountable for the data that they collect and use. This includes taking responsibility for using the data in an appropriate and secure way.

**Transparent** – Real Estate companies should be transparent about what they collect and why. Whilst this cannot be expected for every data point, at a minimum a general data policy should be published for each building and company covering what is collected and why.

**Proportionate** – it is the responsibility of the real estate sector to make sure that not only is data collected within legal and technical requirements, but is also proportionate to the benefit and the expectations of the general public.

**Confidential and Private** – all activity with data whether collecting or using should at all times consider confidentiality and protect privacy; both within necessary legal requirements, but also according to the expectations of the general public.

**Lawful** – all data should only be used within all local and international laws and regulations.

**Secure** – security principles should be built in ‘by design’ into all applications and appropriate steps should be taken to keep data secure.