

It is understood as the obligation to treat others in accordance with what is morally right and proper. It includes the preservation of the rights and welfare of the individuals and communities involved, ensuring that information sharing practices are responsive to the needs of those involved.

- Treat each person involved in or impacted by the interaction (both sources and users of information) as having equal rights as all others.
- Arrange any inequality arising from technological practices to bring the greatest benefit for the least advantaged.

Sources

Zack, N. (2010). *Ethics for Disaster*. Rowman & Littlefield Publishers.