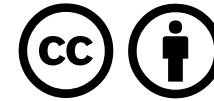# THE ETHICS OF OPEN SHARING
– Playing cards

This card deck was developed by the Creative Commons working group on the Ethics of Open Sharing (2022-2023) and is inspired by the **MOI playing cards**. The design was made by KRUT Collective.

The goal of the working group was to create an inspirational card game as a conversation starter in cultural heritage organisations. It can be used during:

- Team meetings, where people from different departments and/ or with different functions come together.
- Coffee breaks, lunch discussions.
- Strategic brainstorming sessions about the organisation's position, vision, ethics and so on.

The cards are divided into 2 card types. Each card covers one or multiple (sub)topics of the ethics of open sharing.

POLICY & STRATEGY

We partner and collaborate with community members and experts on IP rights, privacy, and ethical sharing to achieve our open sharing objectives.

- **Consultation & Collaboration**
- **Diversity, Equity, Inclusion**
- **Organisational Culture**

POLICY & STRATEGY

What societal goals have been taken into account when materials are being either made openly accessible or not?

- **Diversity, Equity, Inclusion**
- **Transparency of Choices**

POLICY & STRATEGY

Our open sharing strategies are well-understood and supported by both our staff and stakeholders.

- **Diversity, Equity, Inclusion**
- **Organisational Culture**

POLICY & STRATEGY

We determine priorities for open sharing to achieve our goals, while also identifying areas for future improvements.

- **Organisational Culture**

POLICY & STRATEGY

What skills do our staff need to develop to implement ethical open sharing practices in our organization? How can we acquire these competencies?

- **Diversity, Equity, Inclusion**
- **Learning & Understanding**
- **Organisational Culture**

POLICY & STRATEGY

Do we have a clear and common understanding of the condition under which digital access can be provided? Do we regularly review our policies?

- **Risk, Harm, and Safety**
- **Intellectual Property Rights**
- **Learning & Understanding**

POLICY & STRATEGY

We consider and make accessible the range of diverse interpretations and perspectives related to our content.

- **Provenance**
- **Bias or Noise by People**
- **Transparency of Choices**

POLICY & STRATEGY

What are the criteria for honoring requests to opt out of releasing certain data, and what are examples of borderline cases where such requests may not be honored?

- **Protection of Sensitive Information**
- **Procedures**
- **Repair, Return, and Revise**

POLICY & STRATEGY

In which ways do the values we stand for as an organisation affect our open sharing practices?

- Organisational Culture

POLICY & STRATEGY

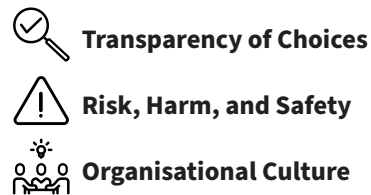We are transparent and communicate openly about what we collect and disseminate, and our policies for these areas are freely accessible.

- Transparency of Choices
- Risk, Harm, and Safety
- Organisational Culture

POLICY & STRATEGY

Have we established procedures for determining how and if we can openly share data concerning minors, minorities, activists, and similar groups?

- Protection of Sensitive Information
- Consent for Sharing
- Procedures
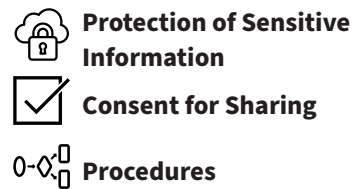
POLICY & STRATEGY

What are the criteria for using (semi-) automated metadata creation techniques, such as HTR, OCR, image recognition, speech-to-text, or NLP, for our collection in an ethical and effective manner?

- Provenance
- Learning & Understanding
- Algorithmic Bias or Noise
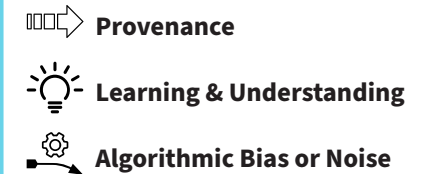
POLICY & STRATEGY

We carefully think about using the most appropriate platforms to share our data.

- Protection of Sensitive Information
- Risk, Harm, and Safety
- Accessibility
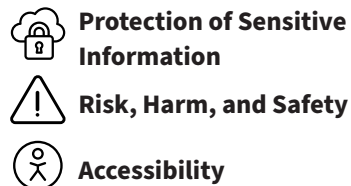
POLICY & STRATEGY

What should be done differently when metadata is generated by algorithms in addition to being added by human staff?

- Protection of Sensitive Information
- Algorithmic Bias or Noise
- Bias or Noise by People
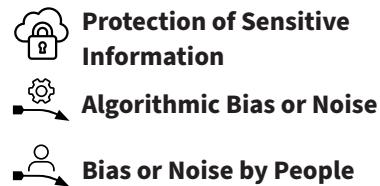
POLICY & STRATEGY

Do we consider the ethical implications of the tools we use in our open sharing workflows, including their impact on the environment, algorithmic transparency, or business model (e.g. Open Source)

- Learning & Understanding
- Ecology
- Risk, Harm, and Safety
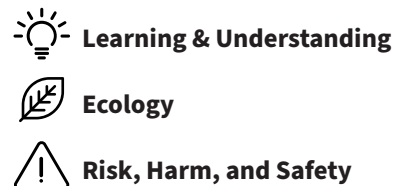
POLICY & STRATEGY

Do we have a policy to address unlawfully obtained collection items, such as those acquired through colonialism, theft, or looting during political conflicts? Does it provide sufficient reparations to affected individuals or communities?

- Procedures
- Provenance
- Repair, Return, and Revise
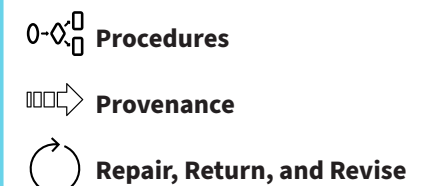
POLICY & STRATEGY

We are vocal advocates of ethical data sharing with our peers and contribute to policy creation with governments.

- **Diversity, Equity, Inclusion**
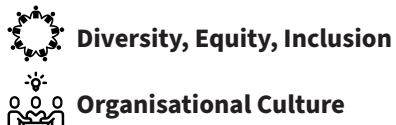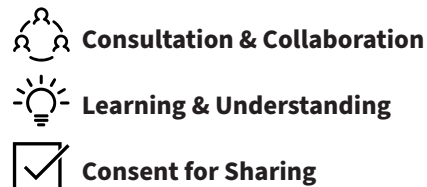- **Organisational Culture**

TACTICS & PRACTICES

Which data publications in our collection require obtaining prior and informed consent from data subjects or their descendants, and why is this permission needed or not?

- **Consultation & Collaboration**
- **Learning & Understanding**
- **Consent for Sharing**

TACTICS & PRACTICES

Have we identified the living communities whose cultural heritage we are helping to safeguard by preserving and sharing with our open data strategy?

- **Consultation & Collaboration**
- **Diversity, Equity, Inclusion**
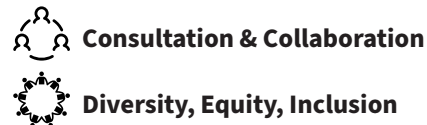
TACTICS & PRACTICES

We use the most effective communication methods to share data openly with both data providers and users in relevant communities.

- **Consultation & Collaboration**
- **Provenance**
- **Organisational Culture**
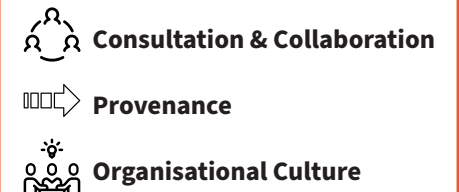
TACTICS & PRACTICES

How does our organisation balance between complying with laws, promoting open sharing to the fullest extent possible, taking calculated risks, and addressing concerns about sensitive information related to individuals and communities?

- **Diversity, Equity, Inclusion**
- **Intellectual Property Rights**
- **Organisational Culture**
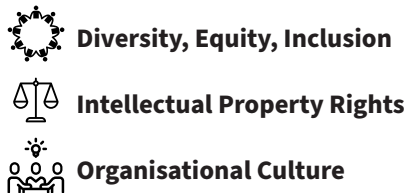
TACTICS & PRACTICES

What are the primary impacts of digital transformation that we need to consider in our open sharing practices?

- **Diversity, Equity, Inclusion**
- **Organisational Culture**
- **Learning & Understanding**
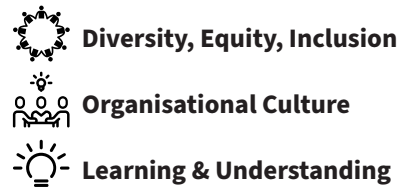
TACTICS & PRACTICES

Are we adequately engaging with the relevant communities, groups and individuals in our domain when developing activities or care related to this living heritage?

- **Consultation & Collaboration**
- **Learning & Understanding**
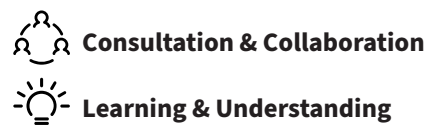
TACTICS & PRACTICES

Are the labels, terms of use, and other language we use clear and transparent to both our end users as well as the originating communities, groups and individuals?

- **Intellectual Property Rights**
- **Procedures**
- **Accessibility**
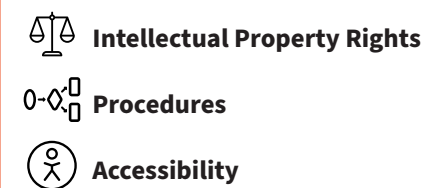
TACTICS & PRACTICES

Do we have clear procedures in case rightsholders, data subjects or living heritage communities contact us with a concern regarding what we share online?

✓ **Transparency of Choices**

↻ **Repair, Return, and Revise**

CC ⓘ

TACTICS & PRACTICES

How thoroughly do we acknowledge the origin and background of our collections and online content, including metadata?

▱–◇ **Procedures**

▰ **Bias or Noise by People**

▱▱▱ **Provenance**

CC ⓘ

TACTICS & PRACTICES

Is it possible to determine the sources of the information that our organization has made publicly available, such as through research, communities, or AI?

▱▱▱ **Provenance**

⚙ **Algorithmic Bias or Noise**

▰ **Bias or Noise by People**

CC ⓘ

TACTICS & PRACTICES

Are we proactively addressing historical biases and inaccuracies in our collection data due to colonialism, racism, political repression, or biases related to gender, sexual preference, religion, and other factors?

🔒 **Protection of Sensitive Information**

▰ **Bias or Noise by People**

↻ **Repair, Return, and Revise**

CC ⓘ

TACTICS & PRACTICES

Are we aware of the carbon footprint of our open data sharing activities? Do we have a plan to reduce it?

↻ **Repair, Return, and Revise**

👥 **Organisational Culture**

🍃 **Ecology**

CC ⓘ

TACTICS & PRACTICES

How do we incorporate the Sustainable Development Goals into our open and ethical sharing practices?

🍃 **Ecology**

⚙ **Diversity, Equity, Inclusion**

👥 **Organisational Culture**

CC ⓘ

TACTICS & PRACTICES

Which ethical considerations play a role in our choice of partners, software products, or services related to sharing data?

🔒 **Protection of Sensitive Information**

✓ **Transparency of Choices**

💡 **Learning & Understanding**

CC ⓘ

TACTICS & PRACTICES

How should we respond or take action when the stakeholders, such as the data subjects, communities, staff, or data/collection reusers, have differing views about open sharing?

☑ **Consent for Sharing**

⚠ **Risk, Harm, and Safety**

▱–◇ **Procedures**

CC ⓘ

TACTICS & PRACTICES

Which aspects should be taken into consideration before openly sharing content, even when it is not or no longer protected by copyright?

⚠️ **Risk, Harm, and Safety**

🔒 **Protection of Sensitive Information**

⚖️ **Intellectual Property Rights**

TACTICS & PRACTICES

We provide clear guidelines for reuse when we publish data online. Where possible we use standardised and machine-readable labels to indicate reuse conditions (copyright licenses, rights statements, traditional knowledge labels,...).

☑️ **Consent for Sharing**

⚖️ **Intellectual Property Rights**

▱ **Procedures**

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TACTICS & PRACTICES

Should all decisions made by algorithms to produce metadata about our collections be validated by humans?

🔍 **Transparency of Choices**

⚙️ **Algorithmic Bias or Noise**

👤 **Bias or Noise by People**

TACTICS & PRACTICES

How do we appropriately record consent from data subjects or communities when it is deemed needed?

▱ **Procedures**

⚠️ **Risk, Harm, and Safety**

☑️ **Consent for Sharing**

TACTICS & PRACTICES

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ALL TOPICS & ICONS

- Provenance
- Intellectual property rights
- Organisational culture
- Ecology
- Consent for sharing
- Protection of sensitive information
- Bias or noise by people
- Algorithmic bias or noise
- Diversity, Equity, Inclusion
- Repair, return, and revise
- Risk, harm, and safety
- Collaboration and consultation
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