



Ethical Data Policy

Purpose and Scope

This policy applies to all data processed by the Foundation, including personal data, anonymised data, and data shared by partners. The policy applies to data processed directly by the Foundation as well as data processed on its behalf by partners and service providers.

We comply with applicable laws, including Danish and EU data protection rules. At the same time, we recognise that ethical responsibility goes beyond legal compliance — especially when working with children.

Our Approach

Our work with data is guided by a few core principles:

- ▶ **Respect for privacy**
We only collect and use data that is necessary, and we treat all personal data with care.
- ▶ **Ethics beyond compliance**
We consider not only what is legal, but what is responsible.
- ▶ **Transparency**
We aim to be clear about what data we use and why.
- ▶ **Limited access**
Access to personal data is restricted to those who need it and is subject to confidentiality.
- ▶ **Responsible use of technology**
Data, analytics, and AI must align with our purpose and be used in an unbiased, fair, responsible, and accountable way.

Data about Children

Data concerning children requires special protection.

We only collect such data when necessary to support our purpose of Every child, everywhere, to thrive and grow. Where relevant, we seek consent from parents or guardians. We avoid sensitive data unless strictly necessary and prioritise anonymisation wherever possible.

Use and Sharing of Data

We use data to assess partnerships, understand impact, and improve our work.

We only share data with trusted partners assessed to have at least similar ethical standards.

We only disclose data to authorities when required by law or for statistical purposes in accordance with data privacy rules.

Security and International Work

We protect data against unauthorised access, loss, and misuse, and retain it only as long as necessary.

In international partnerships, we apply both local legal requirements and our own high standards. Where local rules are weaker, we follow our own.

Accountability and Improvement

Responsibility for data ethics is anchored at executive level. We review and update our practices to reflect new risks, technologies, and insights — always with a focus on supporting children's thriving.