

# Our transparent principles are assured by an independent Guardian Council

## Our Principles

- Always act in the interest of our users
- Encourage personal data ownership
- Enable privacy and anonymity
- Enable upfront consent & data minimisation
- Keep sensitive data secure
- Keep our community safe
- Be transparent and accountable
- Make Yoti available to anyone

## Our Guardians



**Renata Avila**

*Senior Digital Rights Advisor  
World Wide Web Foundation*



**Ken Banks**

*Founder of kiwanja.net and creator of  
messaging platform FrontlineSMS*



**Doc Searls**

*Author of Intention Economy: When  
Customers Take Charge,  
Director of Project VRM at Harvard's  
Berkman Center for Internet & Society*

