AI & DATA ETHICS CHECKLIST

1. What is the intended use of this data?

Prevents misuse and keeps goals aligned with user expectations.

2. Could this harm anyone - directly or indirectly?

Highlights risks to privacy, equity, or unintended impact.

3. Have we tested for bias or unfairness across groups?

Ensures we aren't reinforcing discrimination or inequality.

4. Are the outcomes and processes transparent to stakeholders?

Promotes accountability and builds trust in the system.

5. What happens to the data after this project ends?

Encourages responsible data retention and disposal practices.

Created by Gambill Data - gambilldata.com/strategy-call