



**People-centered  
Technology Principles:**

Keys to developing more human technology



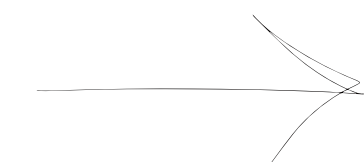
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# Goal

Our hope for this guide to become a living document that will evolve with us as the industry changes and as our future vision and perspective changes.

Here we share the principles that guide our practice, projects, and technology development.



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# People-centered Technology Principles



**5 concepts** for addressing a complex problem

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# People-centered Technology Principles

01.

**Impact  
of  
technology**

It is not  
neutral

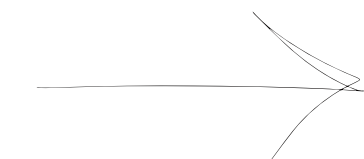
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# 1. We understand that technology is not neutral

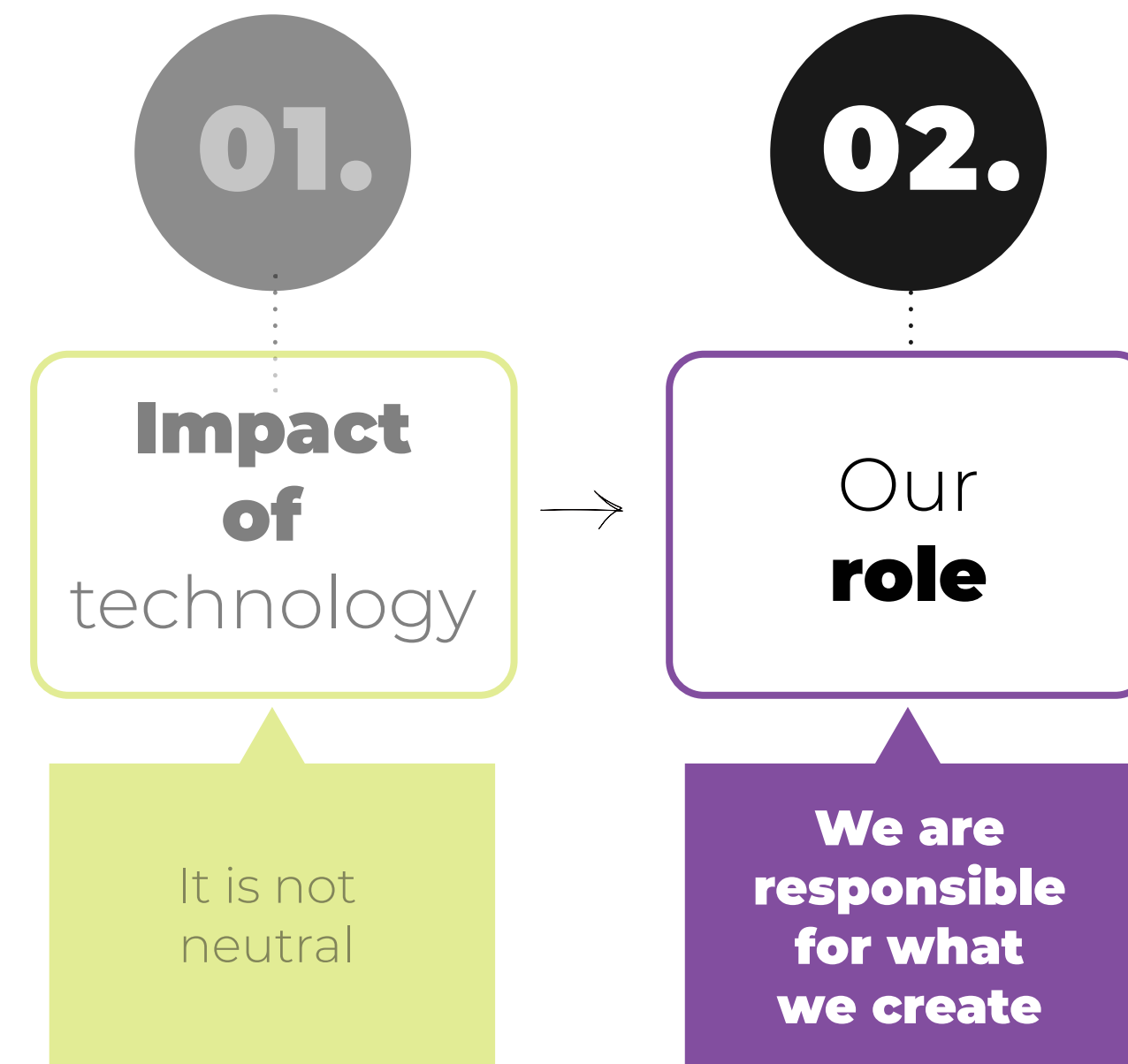
Software technology and solutions are evolving at an accelerated rate and revolutionizing the world we live in. The speed of this change has a direct impact on people and their everyday lives, and even though it is often positive, it can also be negative.

We are convinced that the evolution of software technology offers us enormous opportunities while at the same time presenting us with concrete challenges; challenges like information security, privacy, dependence, and isolation. These must be addressed.



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# People-centered Technology Principles

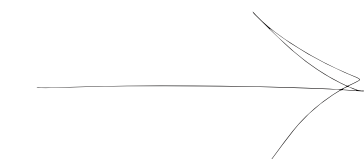




## 2. We innovate responsibly

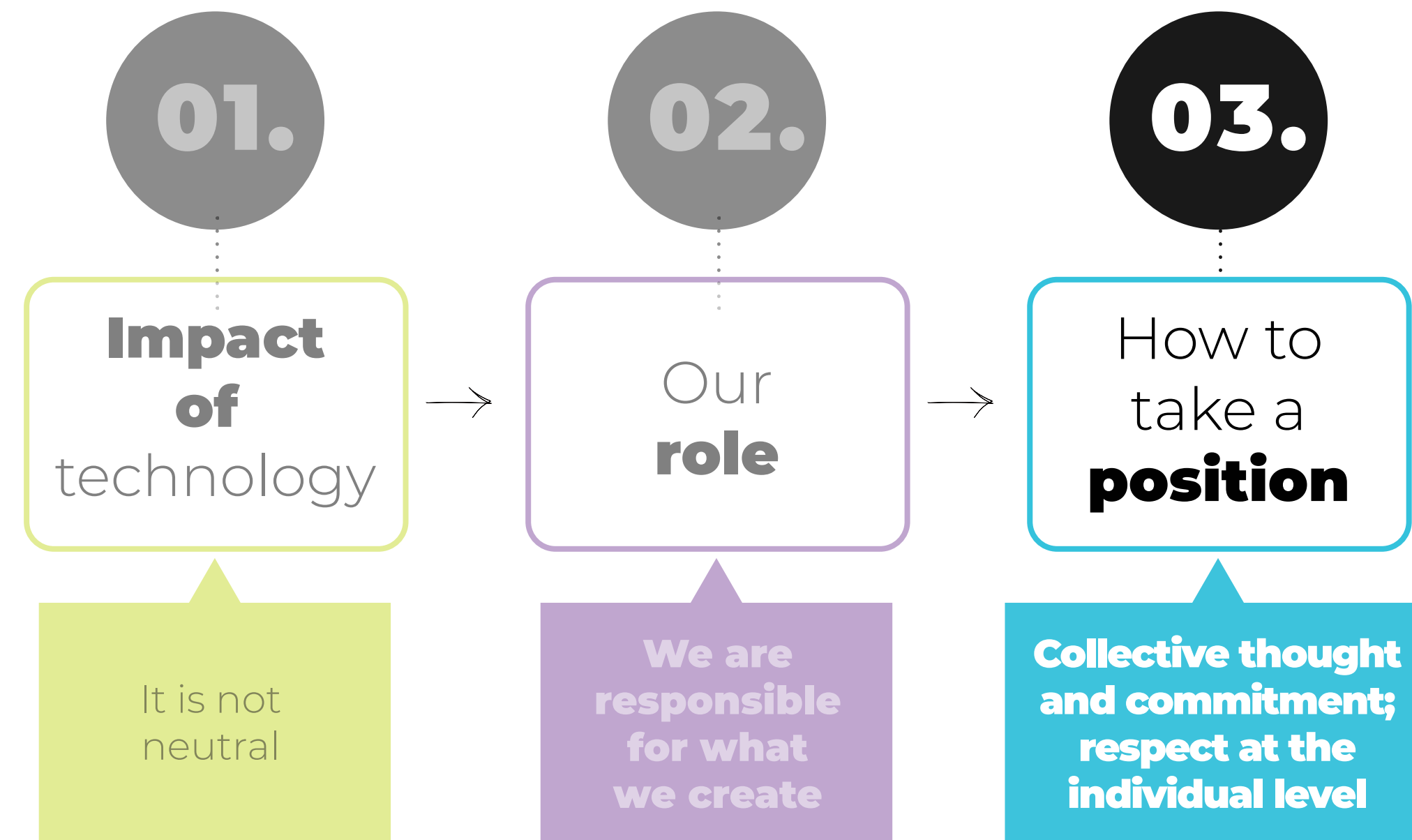
We operate on the basis of a process of co-creation that seeks to connect and empower people (producers, suppliers, users, beneficiaries) through software technology while respecting diversity and promoting inclusion.

We have a work model based on key values: ethics, transparency, honesty, and professionalism. In partnership with our clients, we make responsible innovation happen for the purpose of generating a positive impact on the teams, organizations, users, and beneficiaries of our solutions.



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# People-centered Technology Principles



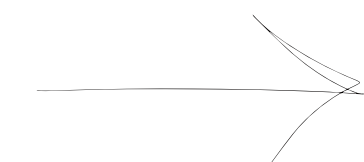




### **3. We make collective commitments**

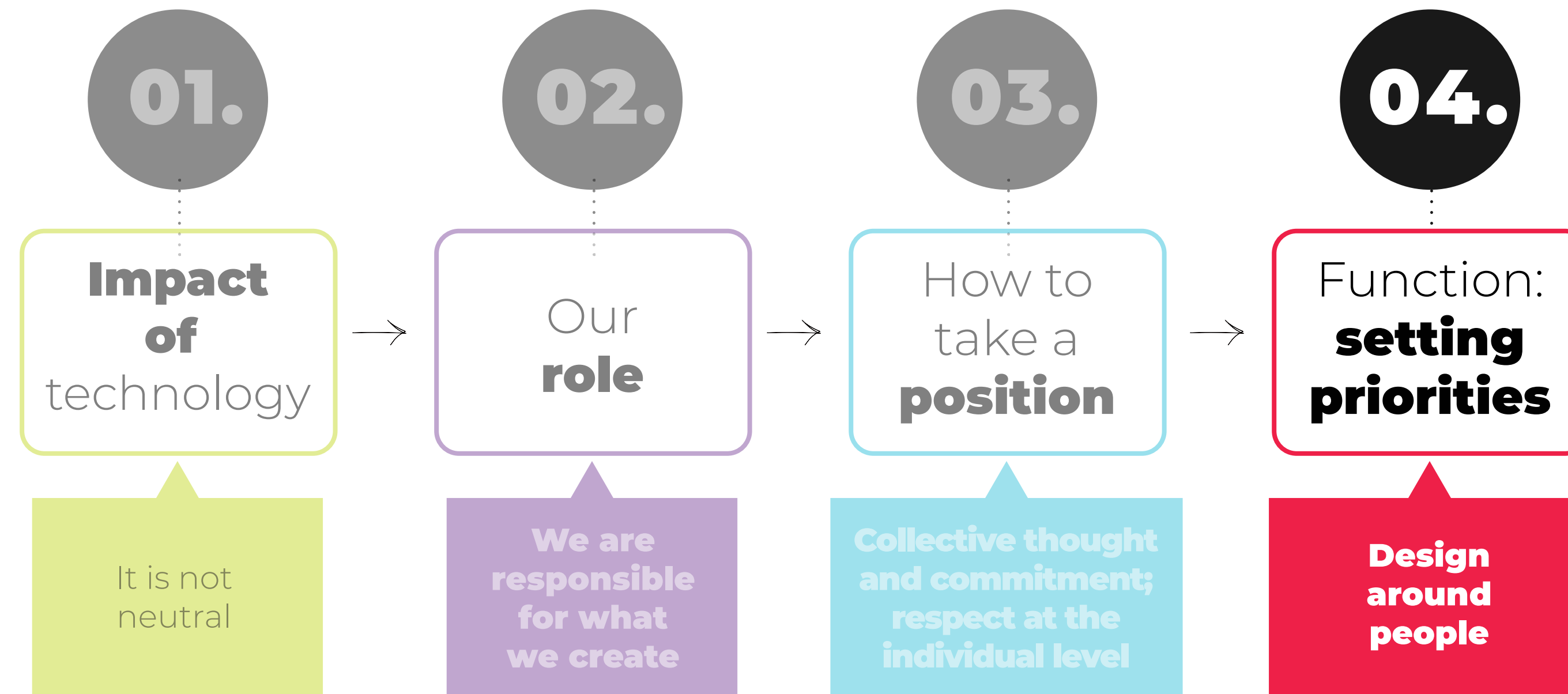
We encourage a contemplative culture, one which helps us identify challenges and threats and that allows us to learn collectively. We foster dialogue and the exchange of experiences in order to enrich our position and organizational approach to projects, processes, and results.

We commit individually to safeguard the values behind these principles and we are mutually supportive when trying to make better decisions that will allow us to have a more positive impact.



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# People-centered Technology Principles





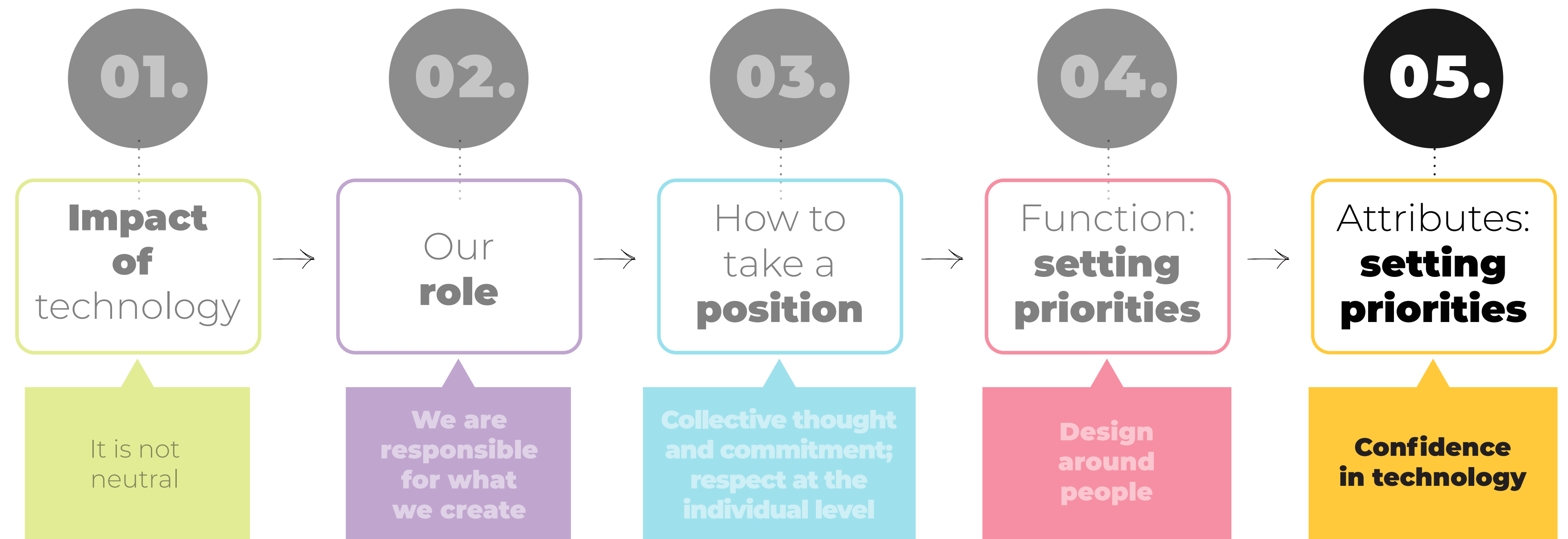
# 4. We construct technologies that increase potential

We believe that software technologies must enable and accompany people in their challenges and help make their work easier, faster, and more reliable.

We seek to contribute to technologies that allow us to connect with each other, to share, to communicate, to accelerate procedures, to learn, to entertain, to obtain information, and to take care of ourselves.

We aim to develop solutions that are helpful to organizations and that at the same time serve as tools for facilitating the work and activities of those who use them.

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## 5. We create confidence in technology

We understand that interaction, something that is becoming more and more frequent with the coming of digital technologies, leads to an exchange of information which generates a sensation of risk and mistrust in many users.

This is why we believe it is crucial to construct work networks that offer users conditions of freedom and security. As an organization, we seek to construct secure, reliable, and accessible technologies so that users can have control over their privacy and their data.

# People-centered Technology Principles

## Why?

We understand that  
technology is not  
neutral.

We innovate  
responsibly.

## How do we do it?

We make  
collective  
commitments

## What do we do?

We build  
technologies  
that increase  
peoples  
potential.

We create  
trust in  
technology.

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# Thank you.



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