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We want data to work for everyone — for people, organisations and communities to use data to make better decisions and be protected from any harmful impacts.
Use versus protection: **What worries me**

- **Data protection as a barrier**: Setting up use vs protection as a trade off, leading to privacy concerns being ignored.
- **Distrust by association**: Conspiracy theories that arise when public organisations work with untrusted companies.
- **Normalising the emergency**: Assuming current use of data is a new normal, when the acceptability of use of data is highly contextual.
openness & transparency

So there are no surprises.
So everyone can benefit.

learning governance

So decisions will be scrutinised.
So approaches can change.