# Guiding Ethical Principles

1. Always put **humans** first.
2. See issues in terms of human vulnerabilities instead of bad intentions.
3. Don't rely on assumptions but seek **evidence**.
4. Think outside-in, let **empathy** be your guide.
5. Help people make better decisions.
6. Make the desired behaviours as **simple** as possible.
7. Aim for scaling and sustaining **positive** behaviours.
8. Combine growth with **responsibility**.
9. Always consider potential and uneven risks or unintended consequences.
10. **Fight injustice** and do not intentionally. harm in any way.
11. Protect privacy.
12. **Don't Lie.**

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