



Universal Principles

for ensuring trustworthiness, quality and value

These are the heart of the Code of Practice for Statistics that we encourage anyone using data to consider and apply

T

Trustworthiness

- **Show integrity** – support staff to operate in an ethical, honest, objective and professional way
- **Be transparent** – be open about your plans and progress, and how you will share your work, engage publicly and manage quality
- **Manage data safely and securely** – always work in line with legal and ethical obligations

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Quality

- **Use suitable data** – clearly present key information about data sources, highlight why data are suitable and any issues
- **Apply sound methods** – be open about your choices, give your reasons and highlight key limitations
- **Understand quality and uncertainty issues** – share your findings and monitor for changes in quality

V

Value

- **Be relevant** – answer important questions, understand the needs of users and stakeholders and be open to innovate to meet emerging needs
- **Be accessible** – ensure equality of access if publishing, meet accessibility standards, keep information available
- **Present data clearly** – ensure data are easy to work with, understandable and meet users' needs