

# Ethical Design Principles

We value and celebrate the power of the human heart; our inherent skills and capabilities to be present, to be authentic, to connect one with another, to be empathic, to be kind, to be compassionate and yes, to love. We recognize that technology is increasingly shaping our social fabric; and our intention is to align the technology we use with humanity. In this effort we are guided by ethical design principles, including those promoted by the *Center for Humane Technology*; enumerated below:

## Core Principles



### Obsess Over Values

We focus on the values of authenticity, remaining present, kindness, gratitude, interconnection, empathy and compassion



### Enable Wise Choices

We endeavour to help our users to make choices in ways that are informed and thoughtful, in ways that are aligned their values as well as the fragile social and environmental systems they inhabit



### Strengthen Existing Brilliance

We celebrate the brilliance of the human heart. Helping people connect with themselves, others and all of life found on the Earth. We support the conditions that nurture brilliance.



### Nuture Mindfulness

We endeavour to help our customers regain and increase their capacity for awareness and being present; supporting them in setting clear intentions and focusing on priorities of their choice.



### Make the Invisible Visceral

We recognise the importance of empathic connection between our internal teams and the customers we serve. We recognise our common humanity and the difficult emotional challenges we all face including climate anxiety and eco grief.



### Bind Growth with Responsibility

We encourage personal accountability and responsibility for healing oneself and healing the Earth. The entire intention behind Treasure Earth is to help people live with greater kindness to themselves and the Earth.