The Digital Declaration is a set of aspirational principles to guide activity in the digital age.

We believe that enabling a positive and people-centred digital future requires constructive collaboration between stakeholders. Governments, industry and international organisations all have a stake in the digital future. The Declaration sets forth our vision of the digital future; identifying the common set of outcomes we all strive for.

It consists of a set of high-level, aspirational principles, which can be summarised as delivering a digital future that:

- Extends consumer trust for the digital age
- Promises inclusive growth and opportunities for all
- Ensures an environment fit for continued innovation

Some of the biggest names in technology have already signed up.

See the full list of signatories and the Digital Declaration at www.digitaldeclaration.com
The principles outline a future that...

**Extends consumer trust for the digital age**
- RESPECTFUL: Handling personal data in line with individuals’ wishes
- PROTECTIVE: Delivering an experience in a safe environment
- SECURED: Ensuring multi-stakeholder cooperation to mitigate cybersecurity threats

**Promises inclusive growth and opportunities for all**
- INCLUSIVE: Extending the possibility of connectivity and digital technologies to everyone
- OPEN: Fostering freedom of expression and access to information
- EQUAL: Bringing everyone the opportunity to learn, create, transact and communicate

**Ensures an environment fit for continued innovation**
- DYNAMIC: Stimulating advancements through competition and flexibility
- CONSTRUCTIVE: Driving collaboration and dialogue across geographies and stakeholders
- SUSTAINABLE: Enabling an environment for business to deliver on policy goals

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**Why sign the Digital Declaration?**

The past two decades have seen a progressive destruction of trust in societal institutions with consumer trust in business remaining low at 58 per cent in the 2020 Edelman Trust Barometer. The same study found 74 per cent of consumers believe CEOs should take the lead on change, rather than waiting for government to impose it. By joining this global movement, CEOs and their companies demonstrate their willingness to deliver digital products and services in a responsible manner.

- Stay ahead of the curve: Join a CEO movement in confronting the critical challenge of consumer trust facing the development of the digital economy
- As the Declaration is aspirational rather than prescriptive, it gives the flexibility for each company to focus on what matters to its industry, customers and governments
- Engage with CEOs who share your commitment to socio-economic values

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**To join the movement**

Contact us at DigitalDeclaration@gsma.com

Visit our website www.digitaldeclaration.com

A GSMA led initiative.