

AIR Statement of Ethical Principles

We affirm the following overarching principles regarding the use of higher education data to facilitate insights and improve decision making. These principles guide us as we promote the use of data, analytics, information, and evidence to benefit students and improve higher education.

We act with integrity:

- We recognize the real world **consequences** of our work. The decisions that are informed by the information we collect, analyze, and report will have impacts on people and situations.
- We acknowledge that the individuals who provide us with data have **rights**, and we protect their information from misuse or use that could cause them harm.
- We protect **privacy** and maintain **confidentiality** when collecting, analyzing, and disseminating information.
- We act as **responsible data stewards**. We secure the data and information to which we have access, following generally accepted guidelines for physical and electronic security.
- We provide **accurate and contextualized** information to stakeholders. We do not knowingly or intentionally mislead the consumers of our information.
- We deliver information and analyses **appropriate** to the questions being asked, to the quality of the data available, and to the context in which the questions are asked.
- We draw on and contribute to relevant and emerging **scholarship** and educate ourselves on emergent trends. We utilize those methods and techniques for which we have, or can obtain, appropriate knowledge and capabilities.
- We seek to be **fair and transparent**, providing objectivity and impartiality.
- We **avoid conflicts of interest**, particularly with third parties and vendors. We act with the best interests of our institutions and stakeholders in mind.
- We strive to make our work **accessible** to those within our institutions who need information to make decisions.
- We share **knowledge** of the Institutional Research field and its application so that we may facilitate insights and promote common understanding.