

Synthetic Users Human Rights Policy

Last updated: June 3rd 2024

Synthetic Users is committed to ensuring that our technology, operations, and business practices respect the rights and dignity of all individuals. Even as a small company, we take these responsibilities seriously and design our platform and internal processes to prevent misuse, discrimination, or harm.

1. Scope

This policy applies to all employees, contractors, and partners, as well as to the development, deployment, and use of the Synthetic Users platform.

2. Our Commitments

Respect for Privacy & Data Protection

We minimise the personal data we collect, process only what is needed to deliver the service, and enforce strict controls on how it is accessed.

All customer data is encrypted in transit and at rest, and we operate under GDPR-aligned principles.

Non-Discrimination & Fair Use of AI

Our synthetic personas are generated using engineered profiles, not real individuals, and we do not train or fine-tune models on customer data.

We actively prevent the creation of personas that could be linked back to identifiable people or groups.

We continuously evaluate our systems for bias, misuse, or emergent harmful behaviour and correct issues quickly.

Safe Working Conditions

We treat all staff fairly, provide safe working conditions, and comply with applicable labour laws.

We do not tolerate forced labour, child labour, or any form of exploitation across our direct operations or suppliers.

Freedom of Expression & Protection from Harm

We do not build or support features that could be used for surveillance, profiling, or rights-violating practices.

We reject customer use cases that would harm individuals, invade privacy, or target vulnerable populations.

Security as a Human-Rights Safeguard

Security is built into the product and operations:

- SSO, MFA, and RBAC for all accounts
- audited access logging
- routine vulnerability scanning, dependency monitoring, and patching
- a formal incident response plan

These measures are core to protecting people's data and rights.

3. Governance

We review the platform and our internal operations for potential human-rights impacts as part of:

- product reviews
- security and privacy assessments

- incident analysis
- annual policy updates

Any issue that may impact human rights is escalated to leadership, prioritised, and addressed.

4. Third-Party Partners

We expect our vendors and partners to uphold similar standards and reserve the right to stop working with any party that does not meet basic human-rights, privacy, or labour protections.

5. Reporting & Remediation

We encourage employees, customers, and partners to report any concerns about misuse, discrimination, or rights-related risks.

Reports are investigated promptly, and we take corrective action where needed.

6. Continuous Improvement

As we grow, we will expand and formalise our human-rights governance. This includes regular updates to this policy, improved transparency, and periodic internal reviews to ensure our commitments are met.
