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**IFIP IP3 Launches iDOCED Initiative**

**Friday 2nd December 2016 –** The IFIP ***I****nternational* ***P****rofessional* ***P****ractice* ***P****artnership* (**IP3**) – the body focused on professional standards for the global ICT industry – today announced the launch of **iDOCED**, the ***I****FIP* ***D****uty* ***o****f* ***C****are**for* ***E****verything* ***Di****gital* Initiative. **iDOCED** is designed to remind and support both providers and consumers of digital products and services that they have a duty of care in ensuring that they act responsibly in relation to the digital world.

IFIP IP3 Chair, Brenda Aynsley, said **iDOCED** was developed in response to numerous instances of poor ethical behaviour by companies, low quality or underperforming products, or a lack of care by digital consumers in how they use social media or access the Internet – all of which create negative impacts for the community.

*“We’ve recently seen high profile failures with the Australian Census website, and major system implementations at NSW TAFE and QLD Health systems, and last year, VW was caught using technology to cheat fuel emissions testing, which has cost them nearly US$15 billion in the US market alone,”* said Aynsley. “On top of that, we’ve seen users compromised by the way they accessed the Internet or used software or various online tools, such as people whose webcams were hacked and used to invade their privacy or even film them without their knowledge.

*“The* ***iDOCED*** *seeks to raise awareness of what users can and should do to protect themselves in today’s digitally-connected world, and to highlight the need for companies to act responsibly and ethically in the development and implementation of commercial products and services.”*

Ms Aynsley said IP3 wants companies to ensure their products and services **HIT** the mark for their clients, customers and the broader community, where **HIT** stands for **Honour, Integrity and Trust**, all of which are part of the Duty of Care for ICT professionals in the execution of their work.

*“We want to encourage a situation where individuals and companies buying digital products and services are applying due diligence and demanding that suppliers demonstrate Honour, Integrity and Trust in all their dealings with them,”* Aynsley said. *“As a global body with members all over the world, IP3 will work proactively with professional bodies and other stakeholders in industry and government to raise awareness of* ***iDOCED*** *and encourage its wide adoption. As this happens more widely, consumers will be able to rely on the* ***AI of Everything*** *and the* ***Internet of Everything*** *as being trustworthy and safe for them and their families to engage with and rely upon for communication, transactions and more.”*

The decision was made at IP3’s annual planning meeting in Sydney,

held to coincide with the ACS Reimagination Thought Leaders Summit and Ministers Forum events.