LinkedIn Spells Out Its 4 Principles of Trust



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8 hours ago
Trust on the non-professional side of the social network spectrum has been a hot topic in recent months, so LinkedIn, the network for professionals, sought to clarify the principles that guide its efforts to protect its members and maintain their trust.

Senior vice president and general counsel Blake Lawit wrote in a blog post, “As our impact on the world of work has grown, we recognize that our responsibility has grown, as well. We understand that in the critical areas of privacy, security, safety and fairness, we need to continue to deliver for our members and the world beyond. So, in addition to this foundational value of members first, we use a set of guiding principles to ensure our employees make the best possible decisions to protect our members and maintain their trust.”

The four principles outlined by Lawit follow:

- **Clarity, consistency and control over user data:** Lawit

said LinkedIn tells its members what it intends to do with their data and does not use that data for other purposes, adding that the professional network's easy-to-use settings give them complete control.

- **Safety:** LinkedIn uses systems, technology and reports from its members to detect and quickly remove content that violates its community policies. Lawit also reaffirmed the professional network's commitment to preventing fake profiles, jobs and companies.
- **Equal opportunity:** Lawit said LinkedIn is committed to building out its product with no unfair bias, providing opportunity to all members and seeking to close the network gap.
- **Obey the law:** Lawit wrote, "We're a global platform with an obligation to respect the laws that apply to us. We also contribute to the dialog that shapes these laws so that we can fulfill our vision of creating economic opportunity for every member of the global workforce."

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