Flow chart for digital data ethics policy

Are you approaching participants (i.e. through a questionnaire, focus group, interview request etc)

→ **Yes** → Follow standard ethical and consent procedures as with offline equivalents.

↓ **No**

Is the data a published article or blog, with a publication title and discrete URL unique to it?

→ **Yes** → No ethical approval needed, simply follow standard referencing procedures

↓ **No**

Is the data written by an individual or an organisation?

→ **ORGANISATION** → No ethical approval needed, simply follow standard referencing procedures

↓ **INDIVIDUAL**

Is a password or approval (e.g. friend request) needed to see the data

→ **No** → Ethical approval needed

No consent required

↓ **Yes**

Ethical approval needed

Full consent required