

A.P. Moller – Maersk:

Data ethics policy





Why it matters

Responsibly managing data from stakeholders, including customers, is a critical issue in today's societies where the undue influence and abuse of data are growing. Maersk is increasingly reliant on data as a key enabler in more digitally integrated offerings. We manage and control the storage and use of data ethically and proactively, to avoid abuse and privacy infringement. We must continually safeguard our position from legal, business and reputational risks.



Ambition

We demonstrate leadership in our ability to ethically manage and use data, with customers trusting that we use their data appropriately, and do not abuse or lose their trust. We prepare Maersk for a future with high ethical standards for data as a differentiator for our customers and support to our employees.



Policy Guidelines

In Maersk, we use and process data based on the principles of Transparency, Respect, Security, and Innovation with the overall purpose of creating value for our customers, employees, society, and investors, while protecting their data. Through cross-functionally anchored governance, we ensure technologies and data are used to innovate and further optimise our services, sustainability initiatives and operations, while being compliant to regulations and adhering to high ethical standards, in line with our Maersk Core Values.



Transparency: Demonstrating transparency in key aspects of data creation, collection and handling is a core feature. Transparency means our customers, business partners and employees know what data is collected, shared and how it is used by Maersk, but also that we only collect what is necessary for the purpose. Customers, business partners and employees can trust that we monitor and adjust our internal processes to keep transparency.



Respect: As a trusted partner, we continuously monitor and ensure that data is handled in a transparent manner with due respect for the choices and fundamental interests of our customers, business partners, and employees. We integrate internal controls and train our people in high ethical standards to be applied when handling data in Maersk and when using our systems.



Security: We apply the Maersk security policies when handling data to ensure both compliance with applicable laws and practices, and security of data for our customers, business partners and employees. We will ensure that our systems operate securely and make use of modern technology that can be trusted.



Innovation: In Maersk, we are committed to bring innovative solutions to our customers, business partners and employees, and equally to use innovation to positively impact the global sustainability challenges through operational optimisations and fuelling new industry norms to redefine the impact of globally integrated logistics services. Our use of data is foundational and at the very core of further advancing these innovation ambitions for the benefit of global society.

