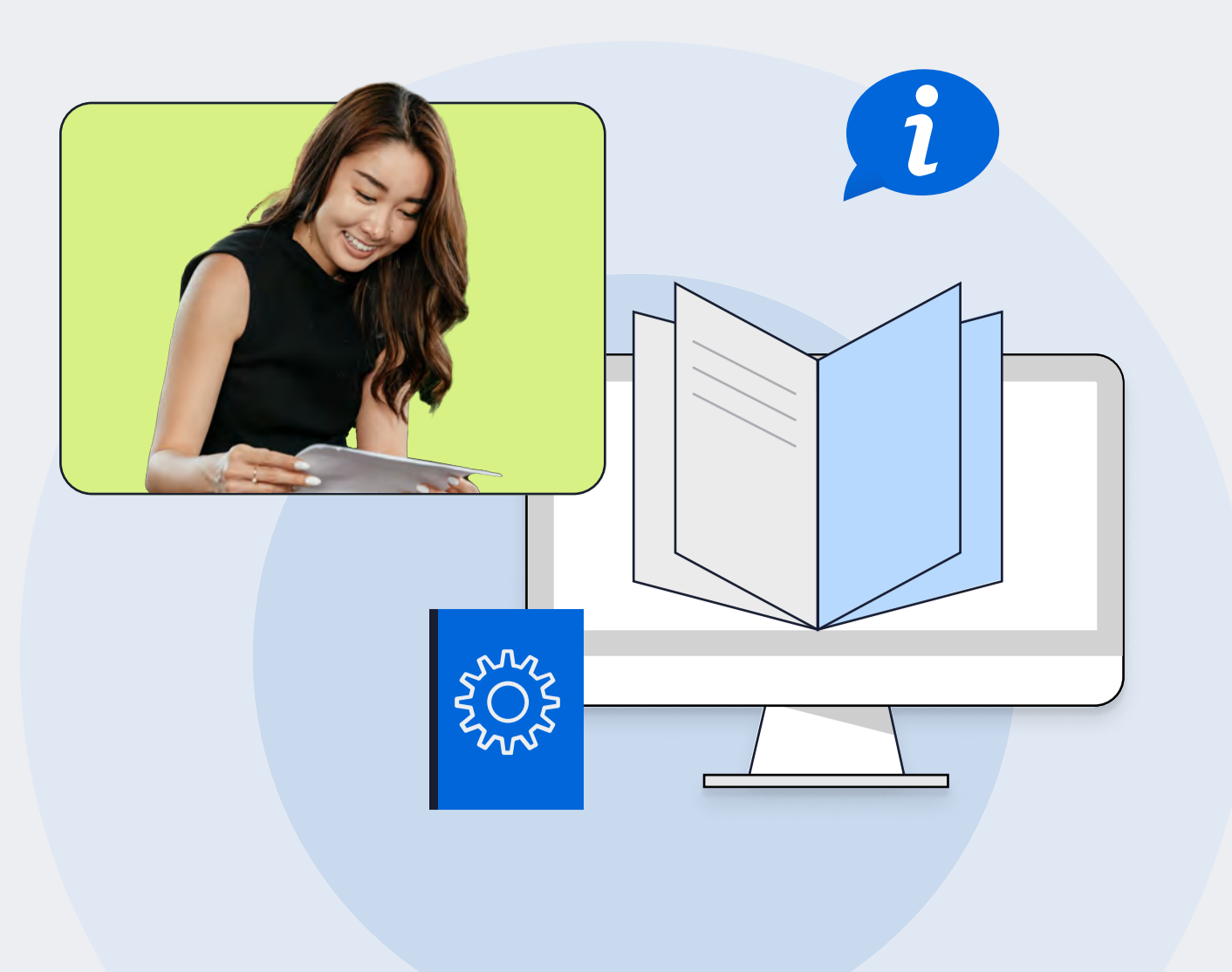


# Principles and Guidelines

The 10 principles provided by the Code of Conduct for paid crowdworking.

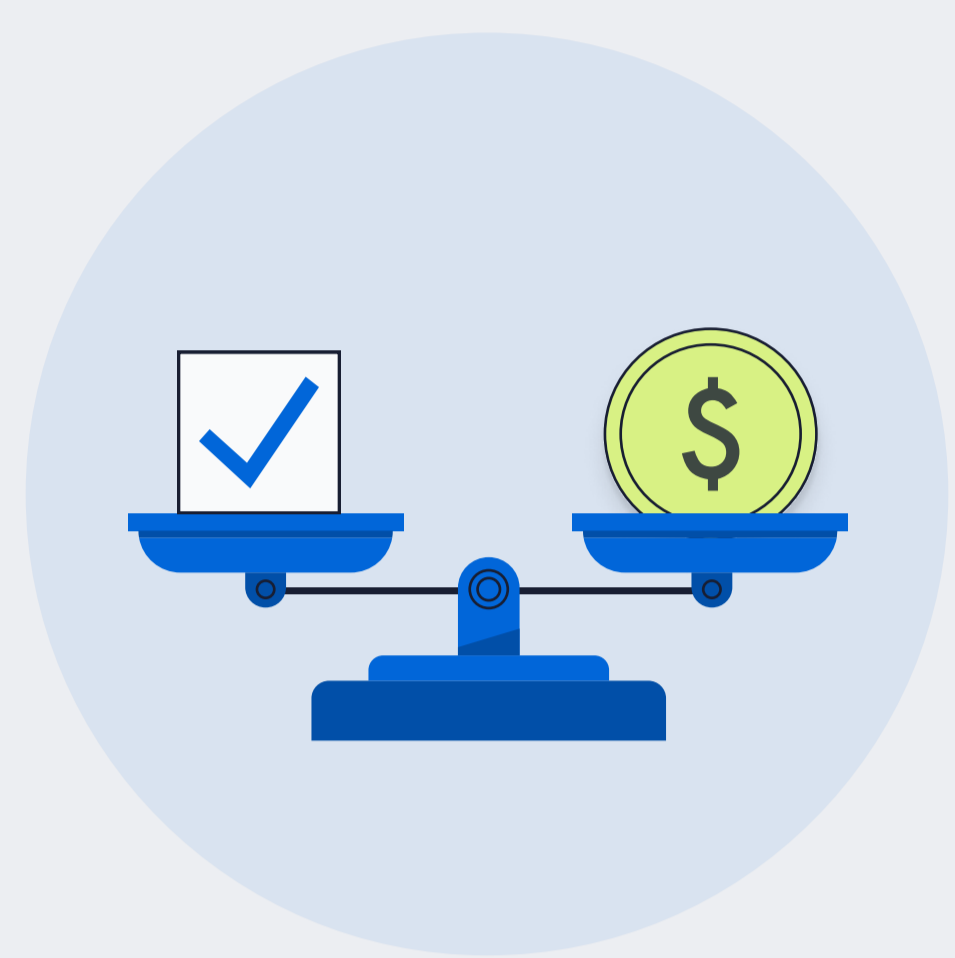


## 1. Tasks in compliance with the law

All undersigned members commit not to offer any projects to the crowdworkers that contain illegal, discriminatory, fraudulent, demagogic, violent, or anti-constitutional content. Furthermore, regulations regarding age limitations, such as those related to consuming online content, are taken into consideration and declared when assigning a task. The platforms are obligated to regularly assess all tasks and projects to ensure their legal compliance.

## 2. Clarification on legal matters

The members of the Code of Conduct commit to informing the crowdworkers about general legal regulations and specifically tax regulations related to crowdworking. In cases where a company is not authorized to provide legal advice, they will notify the crowdworkers that they are responsible for addressing legal matters themselves, based on their own legal and personal circumstances.



## 3. Fair payment

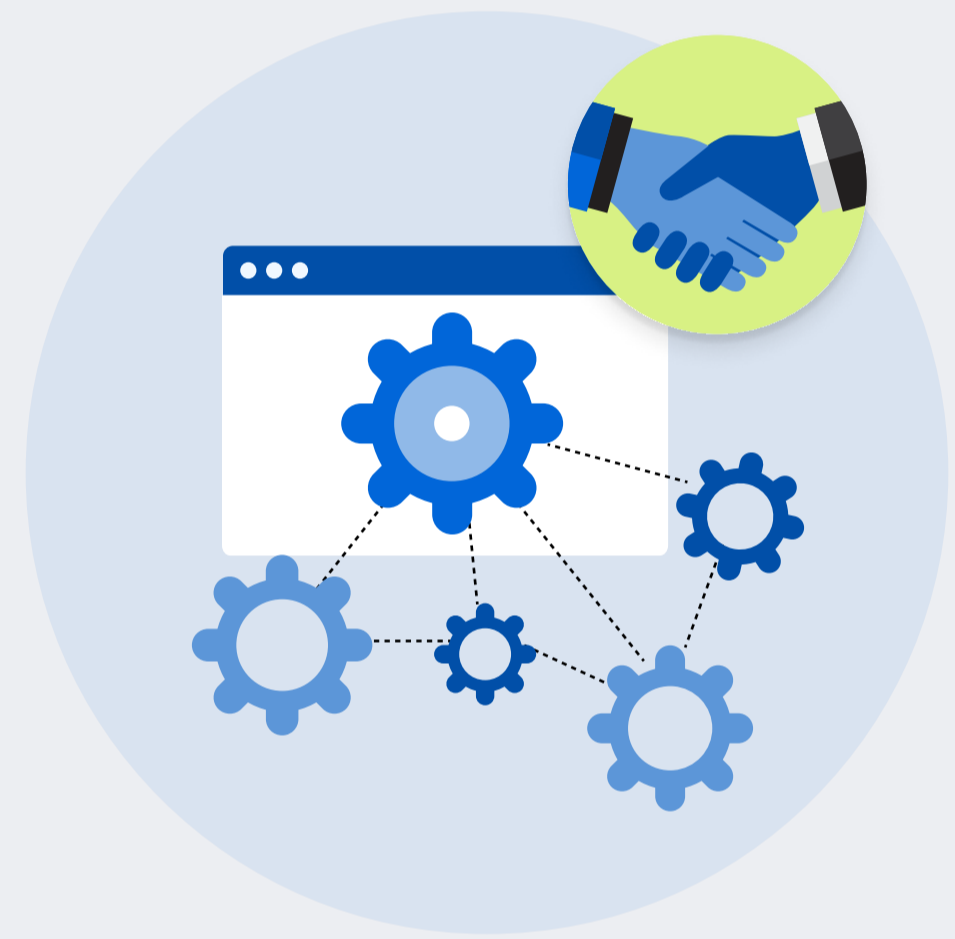
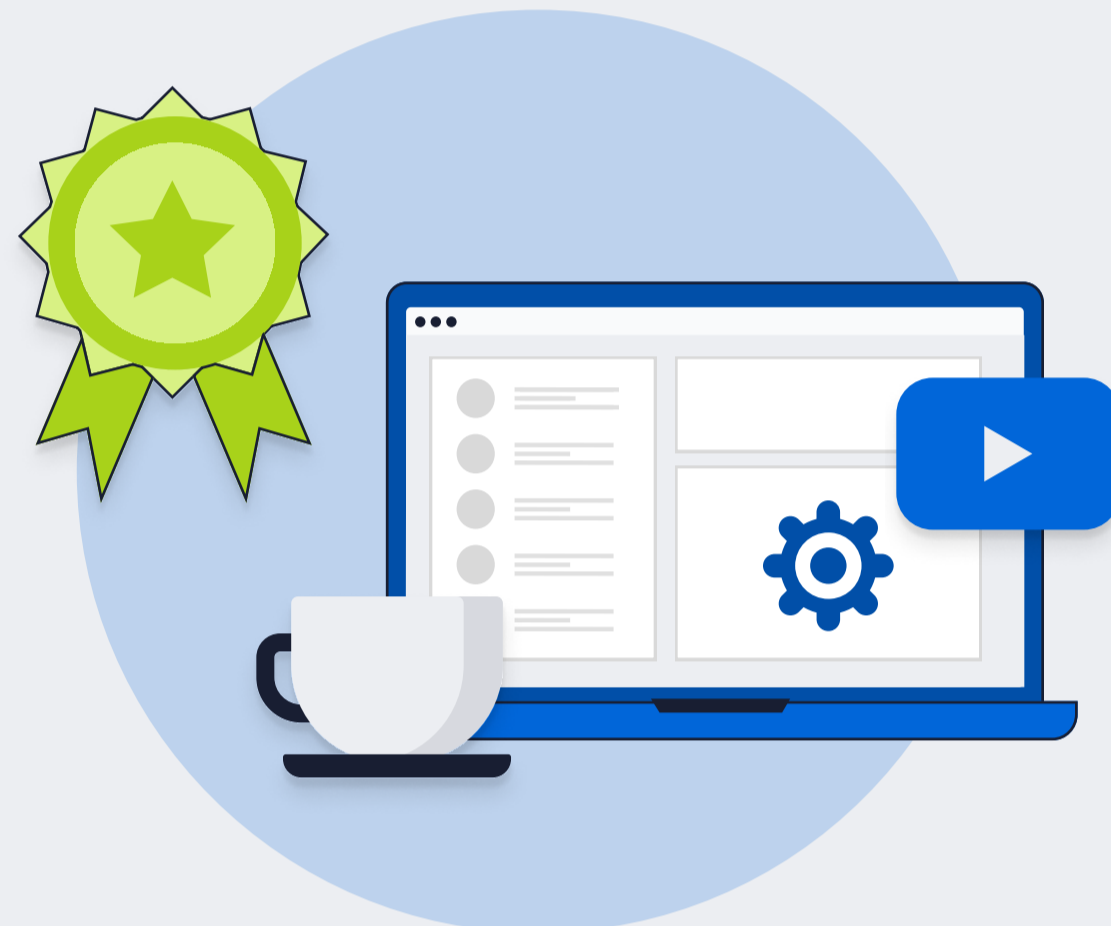
All subscribers commit to paying a fair and appropriate wage or advising the contracting authorities accordingly. Generally, the wage is project-based. The calculation is done by the crowdsourcing provider to the best of their knowledge and includes factors such as task complexity, necessary qualifications, local standards, and predicted time expenditure.

It is essential to clearly and upfront communicate the amount of wage that can be earned when successfully completing the task. Payment conditions, including time limits and payout cycles, must be transparent, and payments should be made promptly without any delays. The platform providers need to ensure payouts occur at least once a month. If a project is done pro bono to support community causes, this should be clearly communicated to the crowdworkers in advance. Crowdworkers should never be asked to make payments in order to be given a project.

## 4. Motivating and good work

The majority of factors that constitute good work in the analog working world can also be transferred to a digital environment. Factors such as appreciation, enjoyment, a friendly working environment, and access to appropriate resources are equally important. The undersigned members of the Code of Conduct acknowledge this by providing a user-friendly and intuitive platform, as well as direct support channels. Additionally, other measures will be taken to meet the expectations of crowdworkers regarding motivation and fulfillment. Some of these measures include:

- Experience points and badges
- Prizes and awards
- FAQs, How-to guides, and forums
- Training opportunities (e-Learning, leadership boards)



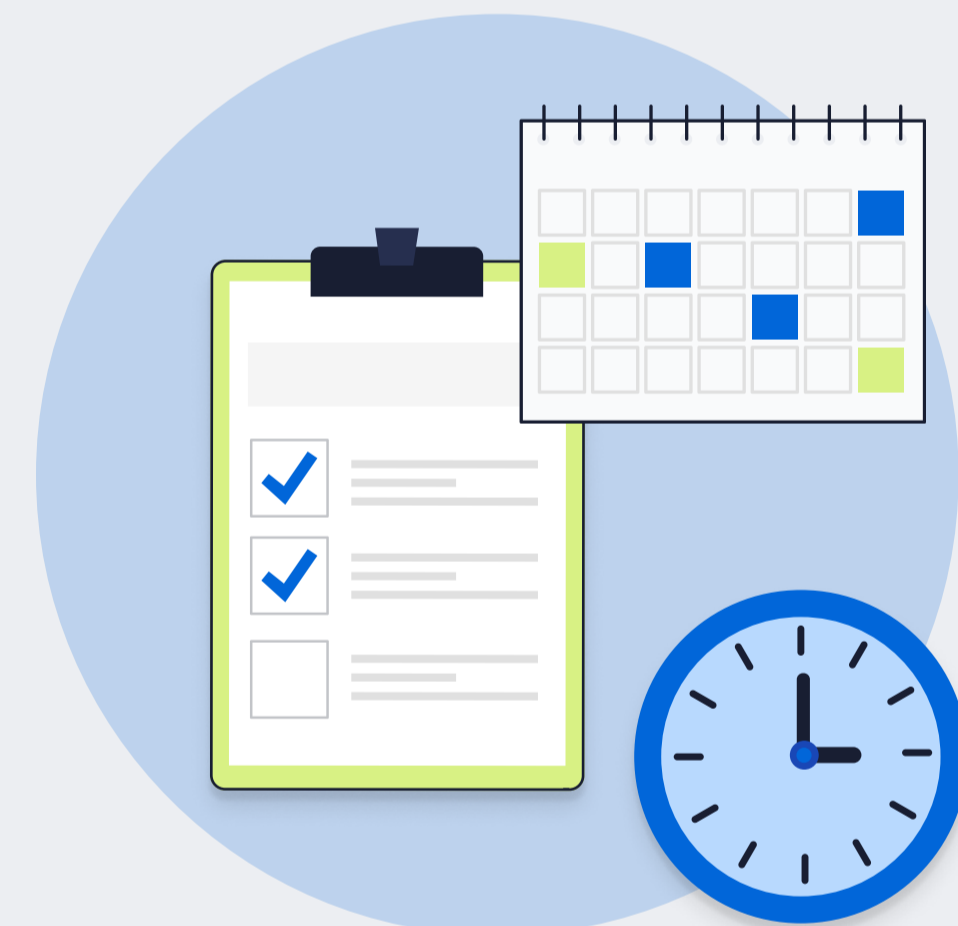
## 5. Respectful interaction

The relationship between the crowdsourcing platforms, their clients, and crowdworkers is based on reliability, trust, honesty, openness, and mutual respect. As intermediaries between their clients and crowdworkers, the crowdsourcing platforms are aware of their responsibility to respect and consider the interests of both parties. The crowdsourcing platforms commit to fulfilling their mediation role diligently and upholding these values.

## 6. Clear tasks and reasonable timing

The tasks for crowdworkers should be defined clearly. Crowdworkers should receive a detailed description of all the criteria regarding timing and content that need to be met in order to participate in and successfully complete a crowdsourcing project. The project description serves as the basis for accepting completed tasks and subsequent payouts. As intermediaries, crowdsourcing platforms need to consider the timing demands of their clients but should also plan with realistic estimations and provide enough time for crowdworkers to fulfill their tasks.

In the event that tasks are offered directly through the client rather than the crowdsourcing platform, the latter will offer advice regarding clear task definitions and reasonable time planning.



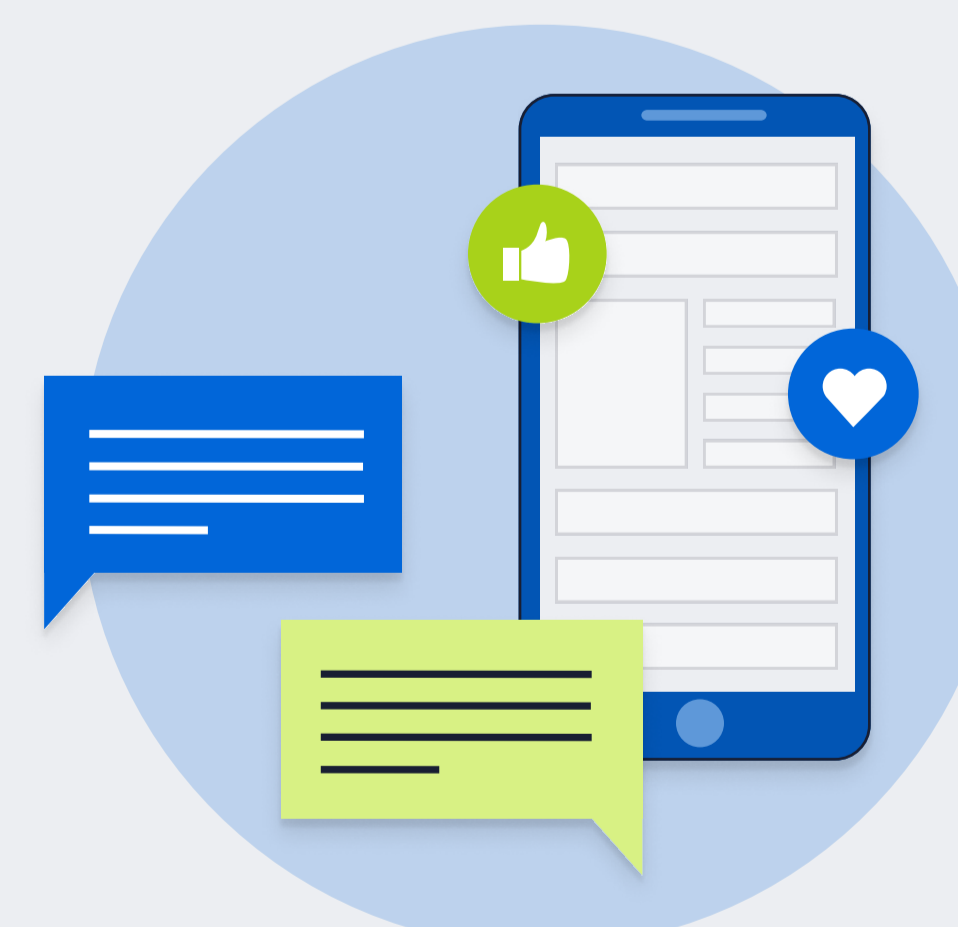
## 7. Freedom and Flexibility

Crowdworking occurs on a voluntary basis, and one of its main characteristics is a high degree of flexibility. Tasks can often be performed regardless of location and time, and crowdworkers are not bound to long-term commitments with a crowdsourcing platform. Based on the project description, crowdworkers have the freedom to choose which tasks to accept and which to decline. Refusing offered tasks should not result in negative consequences, and crowdsourcing platforms should not apply any pressure.

## 8. Constructive feedback and open communication

Given that crowdworkers often work remotely, it is crucial for the crowdsourcing platform to be available for any questions that may arise. The undersigned members of this Code of Conduct are responsible for providing crowdworkers with the best possible assistance and technical support, giving prompt feedback on task performance, and offering suggestions for improvement. Open and honest communication among all parties is therefore essential. The crowdsourcing platform should encourage communication between crowdworkers and support it through the implementation of technical features, as long as it aids project execution and is technically feasible.

[Read more about the Ombuds Office >](#)



## 9. Regulated approval process and rework

The approval process for completed tasks must be documented in writing and be transparent to the crowdworker. The crowdsourcing platform should communicate the duration of approval periods. The rejection of projects must be justified and based on the project description, except in cases of severe negligence or deliberate deception by the crowdworker. In general, the opportunity for rework should be provided unless the project specifications prohibit it, such as when special campaigns have ended or the project is already completed. These cases must be communicated in writing and in advance.

Additionally, every crowdsourcing platform is committed to establishing a fair and impartial complaint process for crowdworkers. If the crowdworker and the platform cannot reach an agreement, they can seek assistance from the Ombuds Office established for this purpose.

[To the Ombuds Office >](#)

## 10. Data protection and privacy

Respecting and protecting the privacy of crowdworkers is of utmost importance. This includes safeguarding their personal data and contact information. It also applies to any information provided by clients to the members who have signed the Code of Conduct. Crowdsourcing platforms commit not to disclose the personal data of crowdworkers to third parties without written consent. Only the information that is strictly necessary for a clear understanding of the project is shared with clients in an anonymous manner. In their relationships with their clients, crowdsourcing platforms are obligated to maintain confidentiality. They can be released from this responsibility only by the client.

