Telefónica calls for a new cooperative effort to define a **New Digital Deal** to renew our social and economic policies and modernise our democracies for the digital age.

A human-centric digitalisation needs to ensure that people are the primary beneficiaries and feel in control. In our view, this process should be guided by **these principles**:

**SMART PUBLIC POLICIES**

**A New Digital Deal**

**Towards a human-centric digitalisation**

**FAIRNESS - NON DISCRIMINATION**
People should be able to enjoy fair, and non-discriminatory digital services.

**INCLUSIVENESS**
We can leave no one behind in digitalisation. Digital transformation needs to be accompanied by social policies.

**RESPONSIBILITY**
Business needs to be value-driven and contribute adequately to societies to make digitalisation sustainable.

**EMPOWERING PEOPLE**

**TRANSPARENCY + CHOICE**
People should have access to their data and to all the information generated by them while having meaningful choices to be able to enjoy the value of their data.

**ACCOUNTABILITY**
Use of Artificial Intelligence and Algorithms should be ethical and digital platforms need to be held accountable.