



CAMBRIDGE
UNIVERSITY PRESS & ASSESSMENT

Code of Ethics



2026



Message from Peter Phillips, Chief Executive

Cambridge University Press & Assessment is one of the world's leading organisations supporting education and research, helping to meet the aspirations of more than 100 million learners each year.

As a part of the University of Cambridge, our mission is to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence. The work that we do, and the values we live, have a profound impact on the world.

When we publish content, deliver assessments, support learners, teachers and researchers, or conduct research, we – and those we serve – rightly expect the highest ethical standards.

Our reputation, and that of the whole University of Cambridge, hinges on that. Teachers, students and researchers around the world are depending on us to get this right.

If we do not live up to this standard, we must act. We want people to know they can speak up if they see something that's wrong: we will listen and support you.

Thank you for all you do to help us live up to our values.

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Our purpose and values



Empowerment

Take accountability for our decisions in order to create an environment that our people and customers can succeed in.

- We own the work that we do.
- We make informed and timely decisions.
- We enable ourselves and others to succeed and thrive.



Collaboration

Work together effectively as part of an inclusive and diverse global network to create better outcomes.

- We act as a community.
- We advocate for, and foster, an inclusive culture.
- We ensure effective communication across our teams and with our customers.



Responsibility

Act with efficiency and care to ensure that we, and our profits, contribute to society and our planet.

- We use our resources to maximum effect.
- We respect our planet.
- We act with integrity.



Innovation

Learn continuously to improve and make things better for our customers.

- We put the customer's needs at the heart of what we do.
- We embrace change.
- We foster an environment of learning and growth.

Our Mission

Our mission, like that of the whole of the University of Cambridge, is to contribute to society through the pursuit of education, learning and research at the highest international levels of excellence.

Our core principles

Honest and ethical practices

While succeeding as an organisation is critical, success should not be achieved at the expense of our standards. Our policy is to comply with all applicable laws and regulations of the countries and regions in which we operate and to always operate in an honest, ethical, and responsible manner. We value fairness, integrity, and respect for others. We all have a responsibility to understand and follow legal and internal policy requirements that apply to our jobs and to follow the principles outlined here in spirit as well as in letter.

A commitment to sustainability

We measure our success through the impact and reach of our activities and the scale of our contribution to helping learners realise their aspirations. We also understand that the way we achieve success is just as important as the results themselves. That's why we are committed to sustainability – prioritising our efforts across education, environment, society, and our people.

Dignity and respect

We believe people should be treated with dignity and respect. This extends to our employees, our business partners, our learners, our authors and the communities where we operate. We support and promote people's right to be free from harassment, bullying and discrimination and insist on the fair treatment of all individuals within our organisation.

Your reference guide

This Code is a foundational document for our organisational policies and principles. It is designed to support our day-to-day decision making. It sets out how Cambridge's values apply to our organisational activities, as well as directing everyone towards relevant policies, and helping frame the way we make sound decisions.

If you find yourself in a tricky situation, please ask for help. Our Business Ethics and Compliance team is always here to explain our policies and help you navigate challenging issues.

Does this code apply to you?

The short answer is yes! Our Code of Ethics applies to:

- All Cambridge employees, no matter their title, job responsibilities, or location
- All of Cambridge's third-party business partners including assessment specialists, consultants, joint venture partners, freelancers, agents, distributors, and suppliers

While they aren't bound by our Code, we also hold our authors, learned societies and editorial contributors to the same ethical standards that they can expect from us.

Employees who violate our Code may be subject to disciplinary action, up to and including dismissal. Additionally, we can, and are likely to, terminate a relationship with any third-party business partner or editorial contributor if we have concerns about their ethical conduct, whether towards our colleagues, the public, or our content.

Employee responsibilities

We are all responsible for making sure our actions are ethical, inclusive, responsible and sustainable. In all that you do you must:

- **Be aware** of the potential risks that are relevant to your job responsibilities and location
- **Be knowledgeable** about the Code and the policies that are relevant to your role and make sure that you understand those policies and know how to apply them
- **Be willing** to ask for help promptly if you don't understand an issue or if you suspect misconduct
- **Be proactive** about demonstrating our values and following our Code
- **Be inclusive** by sharing ideas, influencing change and building a sense of belonging

Leaders' responsibilities

Our leaders, including our senior management team and executives, as well as anyone who manages people, must lead by example. All our leaders are responsible for upholding a culture of belonging, integrity and openness where employees understand their responsibilities and feel comfortable speaking up without fear of retaliation.

If you are a manager, you must:

- **Be aware** of the example you set and consistently demonstrate our values
- **Be knowledgeable** about the messages you send and reinforce that no objective is ever worth compromising our integrity
- **Be willing** to listen and make sure that your teams know they can always come to you, even if they are bringing bad news
- **Be proactive** about communicating the importance of ethics and compliance and to holding the people who report to you accountable
- **Be inclusive** by supporting your teams, sharing ideas, influencing change and building a sense of belonging

What to do when you don't know what to do – our ethical decision-making framework

This Code does not aim to give guidance on every circumstance you may encounter at work. If you find yourself in a situation where you don't know what the right decision is, PAUSE. Ask yourself the following questions designed to help you determine if the decision is ethical.

- Is this potential decision legal and consistent with our policies and Code?
- Is this potential decision consistent with our values of collaboration, responsibility, innovation, and empowerment?
- Are you personally comfortable with this decision? Would you be comfortable with your friends and family knowing that you made this decision? Do you believe it is ethical?

If you answer any of these questions with a “no,” or even a “maybe” or “I don't know,” STOP. Ask for additional help and guidance from your manager, the Business Ethics and Compliance team, or the Speak Up Portal.



Speaking up and seeking guidance

We believe our organisational goals should not be achieved at the expense of our ethical standards. We strive to make it as easy as possible to speak up when something seems amiss. We encourage our employees and everyone we work with to raise concerns, and we prohibit retaliation against anyone who reports a concern in good faith.

How to ask a question or raise a concern

When reporting an issue, you should be as specific and detailed as possible so the person taking the report understands your concern. In many situations, your manager will be in the best position to resolve your question or concern. However, if you don't have a direct manager or don't want to discuss an issue with your manager, you can contact any of the people and groups listed below:

- Local Business Ethics Champions
- Business Ethics and Integrity Team
- People and Culture Team
- Global Staff Consultative Committee
- Our confidential Speak Up Portal.

No tolerance for retaliation

It takes courage to speak up when you notice an issue which you believe is inappropriate. Any retaliation – whether direct or indirect – against an employee who raises a good faith concern is grounds for disciplinary action, up to and including dismissal.

How leaders should handle concerns

If you are a leader and are approached with a concern, you have a clear responsibility to listen and act. Handling the situation appropriately is an important part of resolving issues fairly, inclusively and building trust.

If someone brings a concern to you:

- **Listen carefully:** Remember that the person who has approached you has done something difficult and important. Thank them for upholding Cambridge's values and for helping to create a better organisation.
- **Respond respectfully:** Take every concern seriously, value cultural differences and challenge your personal bias, even if you disagree or have questions about the reporter's motives. Make sure the reporter knows you are committed to addressing the issue.
- **Protect confidentiality:** Avoid discussing the conversation inappropriately with others and only share details on a need-to-know basis.

Speaking up, seeking guidance – reporting contacts

If you need to make a report, there are several ways to do so and your confidentiality will always be respected. Please choose whichever reporting option you are most comfortable using.

- Our confidential Speak Up Portal – available 24/7, 365 days a year
- Contact our Group Director, Business Ethics and Integrity at clare.godwin@cambridge.org
- Contact a member of our People and Culture Team.
- Contact a member of the Executive Board.

Reports may be made anonymously, however, disclosing your identity allows our organisation to conduct a more expeditious and thorough investigation.

Our fundamental commitment: educational and publishing integrity

Educational integrity is at the heart of our business. The value of our assessments depends on how they inform the learning process and reflect the true status of an individual's knowledge and understanding. We follow the Cambridge Approach to Assessments so that our assessments are fair, have sound ethical underpinnings, and operate according to the highest technical standards.

To ensure we are upholding the standards associated with our University, we subject all of our proposed academic publications to a rigorous, ethical, and editorially independent publishing programme, including a comprehensive peer-review process. Similarly, our teaching and learning materials are subjected to a stringent validation and approval process. Additionally, we strive to prevent our editorial independence from being compromised by any form of personal, business, financial, or political influence.

We are also fully committed to the principle and promotion of freedom of speech and expression. We want our products to be widely available and used and we stand against censorship or restrictions imposed on our publications. We work to disseminate knowledge to a wide audience and to serve communities in many countries around the world. To this end, we support fair access to our publications for researchers in many developing-, low- and middle-income countries, including by providing fee waivers for open access in certain situations.

Any concerns regarding our publishing and educational integrity can be raised through the following channels:

UK Education/OCR

ocr.org.uk/contact-us/complaints-policy

English

cambridgeenglish.org/help/complaints

International Education

help.cambridgeinternational.org

IELTS

ielts.org/info-pages/contact-us

Publishing ethics

Contact your relevant editor or email

publishingethics@cambridge.org

Educational and publishing integrity

We respect and uphold the intellectual property rights of our authors, contributors, content providers, publishing partners, and other third parties. We expect and encourage those we work with to have the same level of respect for intellectual property rights as we do.

To help protect intellectual property rights we:

- Invest in an ongoing, worldwide anti-piracy and brand protection programme to help address illegal copying and unauthorised use of our publications;
- Work with industry groups, online platforms and local law enforcement to drive more effective anti-piracy campaigns and initiatives;
- Tailor our approach to defeating piracy to address specific threats and to achieve the best outcomes for both our authors and customers.

How you can help:

- Ensure our partners, distributors and centres are using Cambridge content and branding within the scope of their agreements with us.
- Direct authors who have identified infringing copies of their work to use the reporting tools available on Author Hub.
- Promptly report any actual or suspected infringement or piracy of Cambridge products or branding to the Brand Protection Team at brandprotection@cambridge.org.

Excellence, integrity and inclusion at work

Promoting equality, diversity, inclusion and belonging

We are committed to equality, embedding diversity, and removing barriers to inclusion. We seek to support all employees, contractors, scholars, readers and learners irrespective of their personal identity, and strive to produce products and services that reflect our values.

Our organisational responsibilities

- We are committed to upholding international legislation and standards, ensuring that our actions align with legal requirements and obligations.
- We do not condone discrimination.
- We are committed to equal opportunities in all aspects of employment and continuously endeavour to improve representation at all levels.
- We commit to listening to, and collaborating with our colleagues of all backgrounds and identities, valuing and respecting the contribution made by colleagues and contacts from all groups.
- We regularly give free access to our publishing on equality, diversity, and inclusion at times when doing so will have a large, positive impact.
- We aim to represent, value, and encourage diversity through our products and services to broaden horizons, and improve understanding.
- Our curricula and qualifications aim to represent learners and help them to demonstrate and achieve their potential, whilst ensuring compliance with legal mandates.

How you can help

- Identify and remove barriers to inclusion and avoid bias so that everyone feels they belong.
- Work to be non-discriminatory and actively inclusive in your professional endeavours.
- Share feedback with us if Cambridge is not delivering on its responsibilities around equality, diversity, inclusion and belonging.
- Recognise and acknowledge cultural differences and learn about the cultures you are interacting with and openly share your own experiences to promote dialogue.
- Learn from other teams, customers, competitors and sectors. Be inviting, listen and act on feedback.
- Actively contribute to constructive dialogue and positive change within our organisation.
- Learn from other teams, customers, competitors and sectors. Be inviting, listen and act on feedback.



Promoting belonging

Our global equality, diversity, inclusion and belonging strategy was revised in January 2025 in support of our goal to deliver excellence in education, learning and research around the world.

We continue to see real momentum:

- In preparation for the Americans with Disabilities Act (ADA), we established a cross-organisational programme to manage the complex work of remediating our content, websites, and platforms, ensuring that all students can access the same high-quality learning experience. Within International Education, we have also recently launched our Accessible PDF Guidelines to help colleagues create content that is accessible from the outset.
- 'EDIB & Me' is an informal series of talks that invites colleagues to share their lived experiences in the workplace or highlight projects with an EDIB focus. It provides a safe and supportive space where we can learn from one another, while also celebrating the initiatives that reflect our values. The series now includes over 30 talks.

International Education has undertaken a research project exploring how the use of inclusive language can positively influence learning outcomes and exam performance. The team has completed a preliminary report and is now preparing for the second phase of the project, expected to begin later this year. This work will be supported by two interns recruited through the EDIB internship programme, with guidance from the Research Hub team.

Ensuring respect and dignity at work

We recognise the importance of treating all individuals with respect and dignity and advocate the elimination of all kinds of harassment.

Our organisational responsibilities

- We do not support any form of harassment, discrimination, bullying, or any other type of intimidation by colleagues or third parties they work with
- We recognise that many forms of harassment may constitute unlawful discrimination and will support any investigations into such matters
- We provide resources and reporting options for anyone who experiences retaliation and protect anyone who makes a report from further discrimination or retaliation

How you can help

- Always treat others with respect and dignity
- Do not unfairly consider an individual's race, gender, sexual orientation, abilities, or other identities when making business decisions
- Remember that our rules apply even outside the workplace – act appropriately during office functions, business trips, and other events
- If you witness, learn of, or experience bullying, discrimination, or harassment, let us know
- If someone approaches you to make an allegation of harassment, take them seriously, help them decide what they should do next, and ensure that you maintain appropriate confidentiality. If you are unsure of how to help, contact any individuals or groups outlined in the Speak Up section above

Ensuring health and safety at work

We are committed to ensure the health and safety for all employees and others who may be affected by our work.

Our organisational responsibilities

- We strive to achieve the highest levels of health and safety standards whilst complying with all global health and safety legislation
- We provide and maintain workplaces that allow our colleagues to thrive in a safe and healthy environment
- We provide clear instructions, information and suitable training to ensure employees are competent to do their work safely
- We provide all necessary resources to ensure our employees remain safe and healthy (physically and mentally) whilst undertaking their work
- We undertake regular safety audits and inspections and respond promptly to new or developing health and safety concerns

How you can help

- Take responsibility of your own health and safety and consider the health and safety of those around you
- Promptly report any safety or health issues via the Health and Safety Portal
- Read, and adhere to our health and safety policies and procedures; complete health and safety training when required
- If you have any health and safety concerns about an activity **do not** start or continue with the activity, contact the health and safety team for advice
- If you are a manager, escalate all health and safety issues, participate in risk assessment and incident investigation activities and ensure appropriate corrective and preventative actions are implemented

Ensuring health and safety at work

We continue to strengthen our health and safety culture by encouraging colleagues to identify hazards, report concerns and share ideas for improvement. Through regular safety communications, risk assessments, workplace inspections and incident reviews, we aim to learn from experience and prevent harm before it occurs. This year, we have continued to promote a proactive approach to health and safety, focusing on early intervention, learning and continuous improvement. By encouraging open conversations about risk and wellbeing, we are helping to ensure that health and safety remains a shared responsibility across the organisation.

We recognise that creating a safe workplace extends beyond preventing physical injury. We are committed to supporting the mental health and wellbeing of our colleagues through awareness initiatives, access to support resources and the promotion of healthy ways of working. By integrating wellbeing into our approach, we aim to create an environment where colleagues feel supported, valued and able to perform at their best.

Through our extensive partnership with our travel risk management partners 'Healix International' and the introduction of enhanced travel approval workflows late last year, we are strengthening our duty of care commitments by ensuring all travel is properly reviewed, risk assessed and supported before it takes place. This approach gives us greater visibility of global travel, allowing us to better understand where our people are, identify potential risks early, and respond more effectively when needed. By building this into our standard way of working and aligning it with our compliance expectations, we are encouraging more informed and responsible decision making across the organisation. Working with Healix International also gives us access to specialist insight, real time monitoring, and on the ground support, helping to ensure colleagues feel supported and can travel more safely and confidently wherever their work takes them.

Respectfully interacting with learners, customers, and business partners

Safeguarding and protecting learners

We strive to protect children, young people and other vulnerable adults in our interactions with them, speak up where we have concerns, and promote safeguarding through the products and services we offer.

Our organisational responsibilities

- We are committed to implementing controls so that children, young people, and vulnerable adults stay safe when interacting with us
- We maintain processes to report and escalate safeguarding and child protection concerns
- We endeavour to create inclusive and age-appropriate products, services, and content which are safe for learners
- We ensure work experience, internship and apprenticeship placements are well managed, supportive and safe

How you can help

- Identify and take opportunities to promote the importance and value of safeguarding and know when you have a legal duty to report alleged or suspected abuse
- Promptly report concerns about the safety or wellbeing of a child, young person, or vulnerable adult to your manager and to outside protection agencies when appropriate
- If, after reporting your concern, you do not think appropriate action has been taken, escalate the issue to the Business Ethics and Compliance Team or by using our Speak Up Portal



Safeguarding and protecting learners

Our commitment to safeguarding and protecting children, young people, and adults at risk continued this year with the creation of a number of safeguarding procedures that help our safeguarding teams consistently manage safeguarding risks across the organisation. As a result, our Compliance team have now been able to implement processes to ensure 100% response rate from all centres where an exam-based safeguarding concern is raised by examiners. We are continuing to increase our collaboration and information sharing with the Council of International Schools who help promote high standards of compliance and safeguarding across international schools.

Communicating with the public

We speak truthfully and accurately about our products and services and ensure that all our communications are based on facts and evidence. We aim to make our operational approaches transparent and consistent with the values underpinning our publishing and education.

Our organisational responsibilities

- We communicate honestly with our colleagues, partners, suppliers and customers
- We appoint authorised persons to speak with the media on behalf of Cambridge
- We are committed to following all applicable laws regulating advertising and marketing activities

How you can help

- Familiarise yourself with our Global Social Media Policies for guidance on professional and personal social media usage.
- Never speak on behalf of Cambridge unless you are specifically authorised to do so
- Do not use personal social media accounts to make statements on behalf of the organisation
- Remember that the harassment, bullying, discrimination or retaliation which is not permissible at work is also not permissible online

Fair competition and antitrust

We do not engage in anti-competitive practices or seek to limit competition through illegal or unfair means.

Our organisational responsibilities

- We comply with all applicable anti-trust and competition laws and regulations
- We do not exert inappropriate pressure on suppliers or customers

How you can help

- Never share confidential business information with other publishers, assessment providers, or anyone else who could be considered a competitor of Cambridge unless it has been agreed in advance by Legal and Business Affairs and has been documented in a suitable contract
- Do not coordinate, directly or indirectly, with competitors to determine the price of products or the markets where products will be distributed
- Do not attempt to control the resale prices customers may charge for our products
- Do not work with other bidders to attempt to influence the outcome of a public or private tender

Conducting our activities ethically

Preventing bribery, corruption, and fraud

As an organisation, we endeavour to act ethically, exercise financial sustainability, maintain compliance with all global laws and regulations – this is true even when doing the right thing might be more time consuming, expensive, or could cost us business. We prohibit corrupt practices in any form, including bribery, kickbacks, extortion, fraud, outward fraud and other unlawful payments.

Our organisational responsibilities

- We will not give, offer, authorise, or take bribes in any form – that includes giving or receiving any payments, services, gifts, entertainment, or favours to obtain an improper business advantage
- We will not make facilitation payments, namely payments given to encourage a government employee to perform an existing duty, no matter how small
- We will maintain accurate books and records, and ensure taxation reporting requirements are met
- We do not support third parties engaging in corrupt behaviour on our behalf, this includes outward fraudulent activities

How you can help

- Understand that a bribe can be anything of value, not just cash
- Do not offer or give money or anything else of value to someone in exchange for securing any advantage for Cambridge
- Never do anything through a third party that you are not authorised to do yourself.
- When in doubt, ask for help. If you are concerned, contact the Business Ethics and Compliance team for guidance

Gifts and hospitality

While it can be common to exchange gifts and hospitality in many professional / cultural situations, we take care to ensure these courtesies do not create a conflict of interest or otherwise violate the law or our Code.

Our organisational responsibilities

- We do not offer or accept business / cultural courtesies where doing so could influence or appear to influence a business decision or where it could compromise or be reasonably seen to compromise the receiver's judgement, integrity, or impartiality
- We are committed to only offer or accept business / cultural courtesies that are appropriate, proportionate, traceable, and transparent

How you can help

- Review our Gifts and Hospitality policy before offering or accepting business / cultural courtesies
- Seek prior approval for business / cultural courtesies when required by Cambridge policy
- Keep accurate records of all business / cultural courtesies you give or receive

Charitable and political activities

We use integrity and caution when contributing to charitable causes and do not participate in political activities outside of efforts to influence or inform that are directly related to our organisational activities and mission.

Our organisational responsibilities

- We will not use charitable donations as bribes or to otherwise further sales activities or influence decision making activities
- We do not make corporate political contributions to any political party, political action committee, or candidate running for a government political office
- Our political activities are limited to efforts directly related to our business which have been authorised by the Executive Board

How you can help

- Obtain the required approvals before using Cambridge funds for charitable giving purposes. For assistance, please contact our Head of Community Engagement
- Never commit Cambridge funds to any political party or candidate
- Take steps to ensure that your personal political opinions are not viewed as those of the organisation and never pressure another employee to join any political effort

Global trade

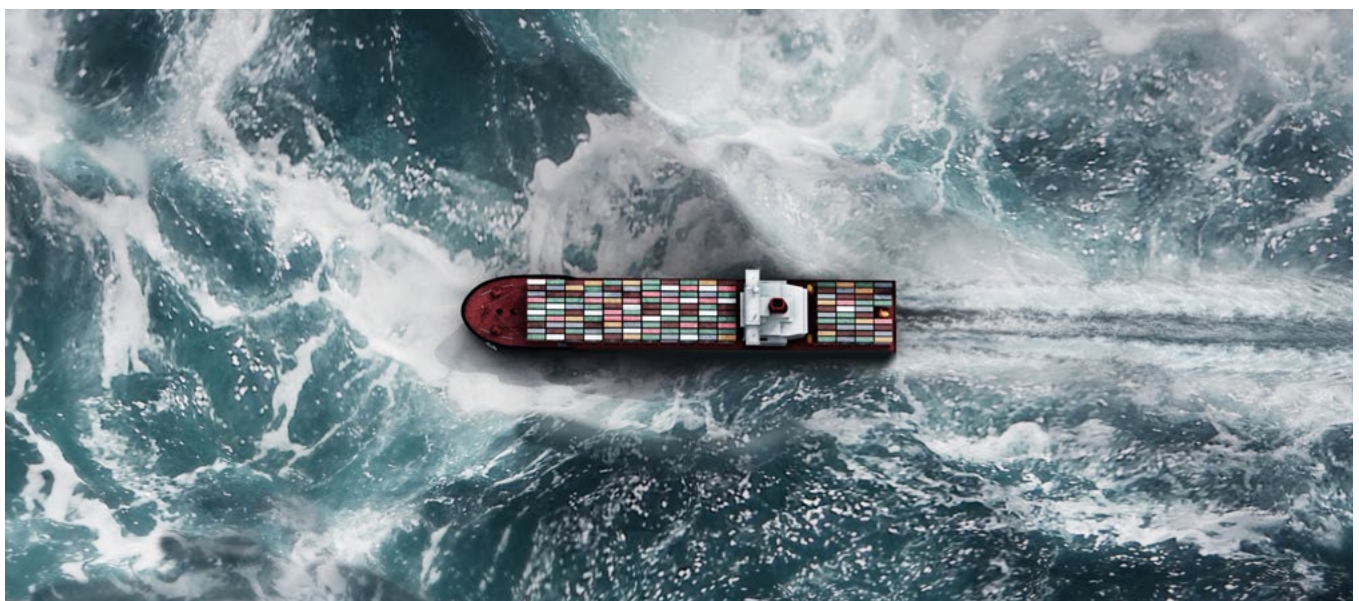
We are committed to complying with applicable export and import controls, money laundering regulations, international sanctions regimes, and other relevant laws in the countries in which we operate. We have zero tolerance for tax evasion or the facilitation of tax evasion.

Our organisational responsibilities

- We will maintain accurate and appropriate import, export and customs records
- We aim to perform sanctions checks before moving our products around the world, and on appropriate individuals before doing business with them
- We will not tolerate tax evasion or the facilitation of tax evasion
- We will follow local laws and regulations when entering into agency agreements or participating in public tenders

How you can help

- Remember that no business result justifies violating international laws and regulations
- Familiarise yourself with and observe our Finance policies, including the Payments Policy and the Trade Compliance Framework
- Seek guidance from Finance, Tax, Legal and Business Affairs or Global Operations if you have any questions about doing business in a particular country or proceeding with a particular practice or transaction



Quality and standards

We put the needs and expectations of our customers and stakeholders at the heart of everything we do and always aim to offer quality products and services which conform to our standards.

Our organisational responsibilities

- To maintain quality, standards and achieve excellence we use management systems to provide control, assurance, and resilience
- We make it clear what each person is accountable for and empower our employees to make decisions
- We strive for continuous improvement and are transparent when things go wrong and focus on learning not blaming

How you can help

- Make sure you understand the processes you are involved in and your responsibilities within those processes
- Highlight risks, issues, and improvement opportunities
- Be open, honest, inclusive and constructive when discussing where something has gone wrong

Regulations governing assessments

Many of our assessments are regulated by national agencies, such as Ofqual in England. We believe our regulatory obligations are best met by putting the interests of learners first and maintaining public confidence in the integrity of the assessments we provide.

Our organisational responsibilities

- We recognise that regulations governing assessments extend beyond the development, delivery, and award of qualifications and impact many other areas of our work
- We work to identify and manage issues and risks which could adversely impact learners or the integrity of our qualifications
- We provide adequate resources and arrangements to develop, deliver, and award our qualifications

How you can help

- Understand the importance and impact of regulations across the organisation
- Promptly raise any issues which are likely to cause Cambridge to not comply with relevant regulations
- Seek guidance from our regulatory teams if you have any questions about our regulatory obligations



Conducting our activities to benefit society

All colleagues are encouraged to give time to volunteering, fundraising and supporting people to reach their potential, and more than 1,000 colleagues volunteered in 2024–25. We partner with educational charities internationally and our colleagues are encouraged to fundraise, support and volunteer with them. More than £154,000 was given as a result, £16,800 of which was raised by colleagues, UK Give As You Earn and matching of donations. Over 88,000 books were donated to Book Aid International and other causes.

Our approach to Ethical AI

Privacy and personal information

We respect and protect the confidentiality and privacy of all individuals who entrust us with their personal information including learners, parents and guardians, customers, employees, and third parties. Protecting this information is our responsibility, not just a legal requirement.

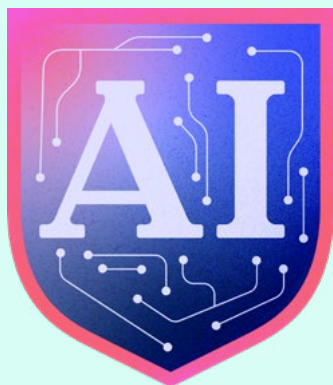
Our organisational responsibilities

We have set out the following four principles:

- **Maximisation of benefit:** We believe properly designed and deployed AI systems in education and research can contribute to our mission, improving educational and research outcomes and enhancing human potential. We also believe in the power of AI to support that mission by increasing efficiency and effectiveness, in a way that adds value, and looks to minimise its negative impact on people and the planet.
- **Trust & transparency:** Taking a context-dependent and proportionate approach, we aim for transparency in our use of AI, making it appropriately explainable, and continuously looking to improve and maintain proper oversight of our AI systems.
- **Fairness, dignity & respect:** We aim to respect human dignity, promote accessibility and guard against bias and inequity in our AI solutions.
- **Respect for human autonomy:** We seek to build on human autonomy, skills and creativity through our use of AI, including through respect for intellectual property rights and privacy.

How you can help

- Learn about how AI works, how it might benefit your work but also the risks associated with it.
- Observe the above principles when developing and using AI.
- Follow the correct guidance and processes when seeking to use AI in your work and take advantage of the resources and tools made available to you by the organisation. Never use AI on work systems that haven't been properly vetted and approved.



Our approach to ethical AI

We take our responsibilities in relation to AI seriously, undertaking structured reviews of AI systems and uses cases. The Cambridge AI Safe Use Panel consists of representatives from each area of the business along with technical and legal subject matter experts. The Safe Use Panel meets weekly and checks that AI proposals align with our ethical principles, comply with laws and do not represent a security risk. Since early 2024, the Safe Use Panel has reviewed 379 use cases. The work of the Safe Use panel is underpinned by the Cambridge Policy and Framework in relation to AI Governance.

Protecting our information and assets

Privacy and personal information

We respect and protect the confidentiality and privacy of all individuals who entrust us with their personal information including learners, parents and guardians, customers, employees, and third parties. Protecting this information is our responsibility, not just a legal requirement.

Our organisational responsibilities

- We are committed to exercising care when dealing with information that could be used to identify an individual (Personal Information) including names, email addresses, purchase history, test scores, financial records, online identifiers, biometric data, or opinions
- We take additional precautions when handling Personal Information relating to children or young people
- We are transparent about our privacy practices and how individuals can contact us with questions or concerns

How you can help

- Only collect Personal Information for legitimate business purposes and only retain it as long as it is needed
- Only share Personal Information with those who have a legitimate need to know and whose access is appropriately authorised
- Promptly report any actual or suspected unauthorised uses, disclosures, or access to Cambridge data or Personal Information to reportit@cambridge.org and/or privacy@cambridge.org

Confidentiality of live assessment materials

Maintaining the security of our assessments is essential for fairness, validity, and reliability, and for retaining trust in our qualifications. We must protect the confidentiality of all live assessment materials including question papers, mark schemes, and associated materials. Our organisational responsibilities

Our organisational responsibilities

- We implement and maintain appropriate technological solutions and physical measures to protect the confidentiality and security of live assessment materials
- We limit access to live assessment materials to those who need such access to fulfil their job responsibilities

How you can help

- Always assume that assessment materials are confidential unless you are told otherwise by the relevant assessment manager
- Do not disclose confidential information about any assessment or assessment materials
- Do not seek access to live materials unless authorised to do so as part of your job and do not disclose materials to unauthorised colleagues
- Immediately report any potential or actual breaches of confidentiality to the relevant assessment compliance teams

Improving society and the environment through our products and services

Human rights and modern slavery

Human rights matter for everyone as they relate to fundamental parts of daily life. They include the right to work and education, freedom of expression, not being discriminated against and not being subject to exploitative labour practices. We comply with the UN Declaration of Human Rights and oppose illegal or inhumane labour practices. We support the adoption of fair and equitable practices across our supply chain and in our own organisation.

Our organisational responsibilities

- We are committed to upholding and complying with modern slavery legislation, the UN Declaration of Human Rights, and the UN Guiding Principles on Business and Human Rights.
- We continuously endeavour to conduct robust due diligence to ensure that no organisation in our supply chain is violating human rights. Our Global Anti-Slavery and Human Rights Policy outlines our approach.
- If we identify any abuse within our supply chain, where appropriate, we will work with our partners to improve conditions, and report abuses
- We embrace the principle of collective consultation and give our employees the opportunity to contribute to change in our operations
- We encourage our employees as well as the third parties we work with to raise any human rights related concerns relating to our activities or those of our business partners through our speak-up channels which are set out in our Global Speak Up Policy

How you can help

- Respect the human rights of everyone you interact with professionally, including learners, parents and guardians, employees and contractors, teachers and other educators, customers, supply chain workers, and the broader community
- Conduct any third-party due diligence required by your position
- If you suspect that a Cambridge supplier or business partner is violating human rights, such as forced labour, child labour, or unsafe working conditions, promptly report the issue to your manager



Environmental stewardship

We recognise the climate crisis and are acting to play our part in addressing it. We aim to be a leader in our sector in supporting a more sustainable world through communication, collaboration, and partnership working.

Our organisational responsibilities

- We consider short and long-term environmental impact when making financial and business decisions
- We support innovations that help deliver our mission while reducing our impact on the environment or making a positive contribution to its improvement
- We aim to be carbon zero for our energy-related emissions by 2048 and are working to drive down carbon emissions and environmental impact across our supply chain
- We encourage our business partners to share our commitment to sustainability, and aim to help our people, learners, teachers and partners to have informed views on climate and sustainability
- We continually seek improvements to our approach as we build our understanding and learn from experience
- We set goals and targets that are informed by evidence and research, as we do with our products and services

How you can help

- Consider ways in which you can reduce or remove any negative impact of our activities on both the planet and people
- Work to ensure that our resources are used efficiently, managed properly and avoid waste
- Always seek to meet or surpass relevant environmental legislation and regulatory controls
- Continually improve processes to deliver our mission while minimising consumption of natural resources and energy



Improving society and the environment through our products and services

This year, we've been working to understand how we can better monitor the sustainability credentials of the paper used in our products. This is important because our Sustainable Procurement Policy for Forestry Products specifies that all raw material is to be derived from legal and sustainable sources. We've been looking across all our physical products to ensure that we can confidently report against this commitment, including continuing our use of tools such as EcoVadis and the Book Chain Project to help us monitor performance of our supply chain, and to support us in challenging suppliers where performance falls short of our expectations.

We have also conducted a Human Rights gap analysis to help us map the key areas of risk within our supply chain. This gap analysis has led to the development of a 12-month action plan that will help us address the gaps identified and strengthen our Human Rights due diligence programme.



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