



APNALAYA

Empowering the Urban Poor

# COMMUNITY DATA

*(and how we  
keep it safe)*





RITA SINGH, THE CEO OF A NEW DONOR ORGANISATION, HAS JUST COMMITTED TO FUNDING A COMMUNITY PROGRAMME FOR THE NEXT 3 YEARS. RAJESH, A DIRECTOR AT APNALAYA, IS GUIDING RITA THROUGH THE PAPERWORK—

All done,  
Rajesh.

Excellent!

Just one more  
thing to sign.

What's this?

Our Responsible  
Data Policy.

Oh? What  
does it say?

Well, I could give  
you the long and  
dry explanation —  
what the text  
says, essentially  
— or we could...

Yes?

We could take a little  
field trip and see the  
policy in action.

Right  
now?

If you have  
the time, yes.

Let's see...

OK! My schedule's  
clear. Let's go. I'll read  
the policy en route.



SHIVAJI NAGAR, M EAST WARD, MUMBAI.

This way.

Rita, meet Samira.  
Samira, this is Rita, our  
newest funder.

Namaste,  
Rita-ji.

Nice to meet  
you, Samira.

Samira is a volunteer from this  
community. She'll be helping us put  
your donations to good use over  
the coming months.

Great!

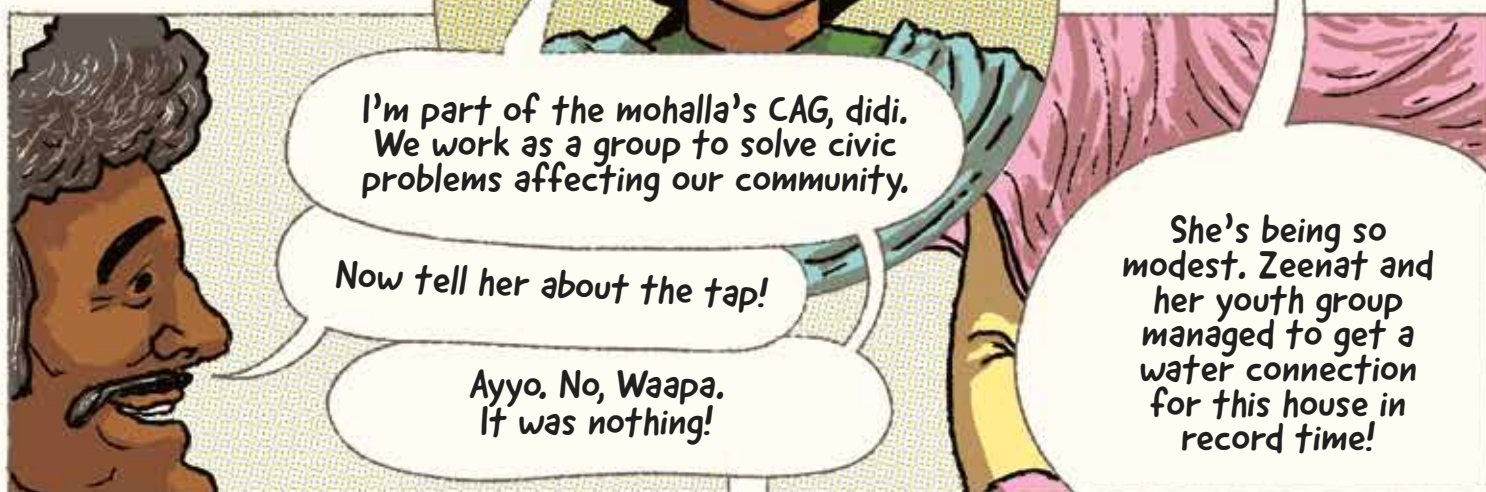
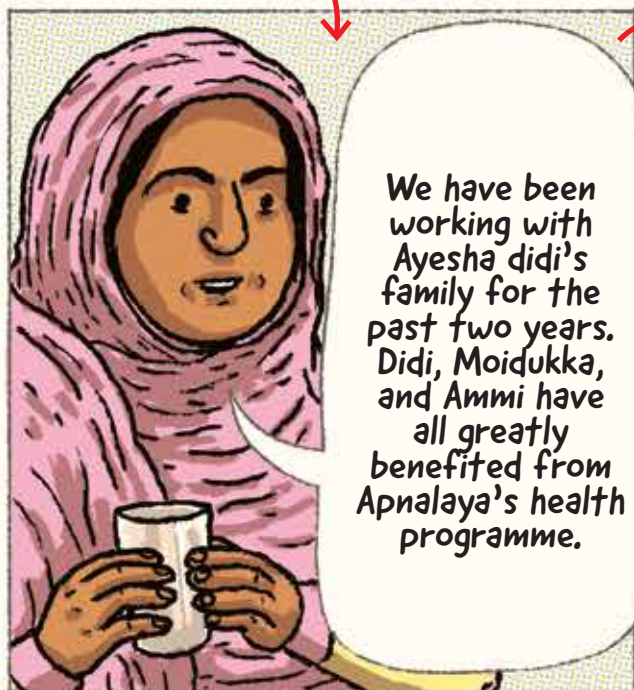
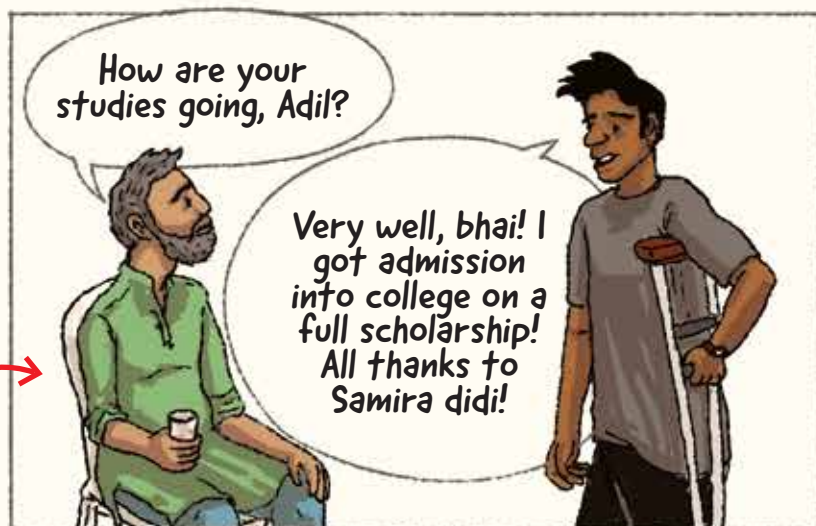
Would you like  
to visit one of  
our families?

Yes,  
please.

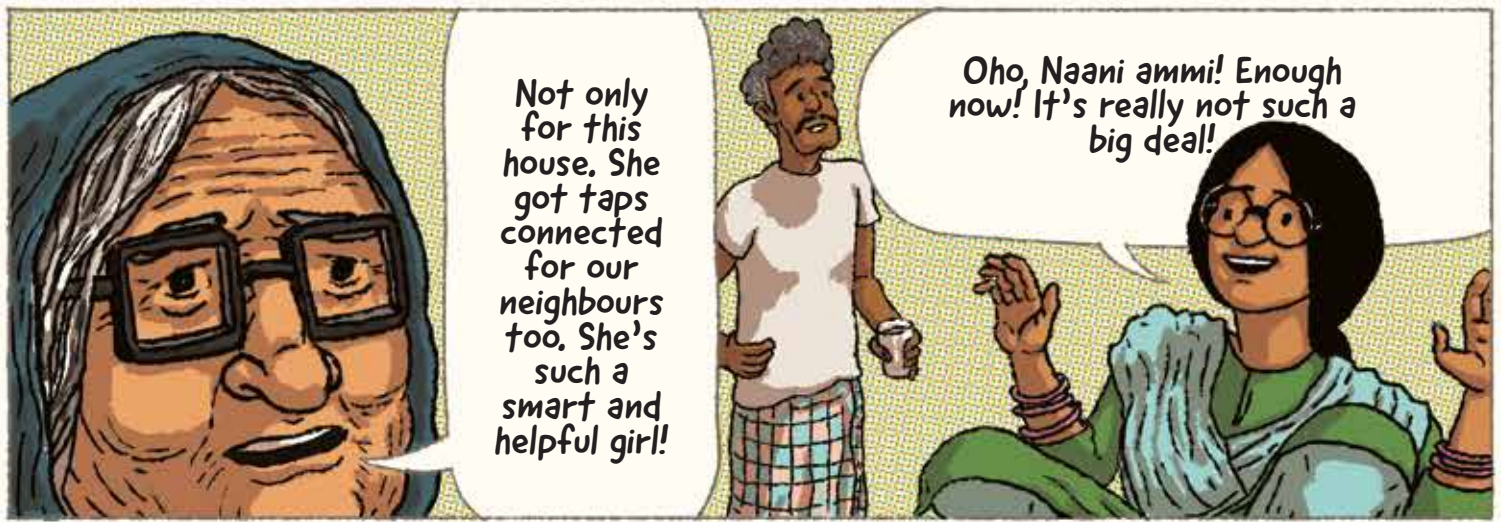
















Thank you for taking me on this tour, both of you!

You're most welcome.

What you saw here was just a tiny fraction of our work, Rita. Samira works with dozens of households just like Ayesha's. There's a lot being done and documented daily. And much data being gathered.



What kind of data?

Everything from names, addresses and phone numbers to personal health information. Depends on the requirement.



Give me an example?



Our social entitlements work, say. People need help getting or updating ID cards so they can access government welfare schemes. This is particularly important during a crisis, like COVID, or a recession.





At regular times too. For Adil's college admission, for example. Or Ayesha's new water connection. Keeping their ID papers safe was a serious responsibility.



They only let us handle all this sensitive personal information because they know we're ethical. We make strong assurances, and we do everything in our power to earn and keep their trust.



Hmm. I'm guessing that's where your Responsible Data Policy comes in.

Precisely.



Oh, look! It's almost noon. I have to attend a lunch function at the school.

Then you better hurry.



See you, Rajesh bhayya. Bye, Rita-ji.

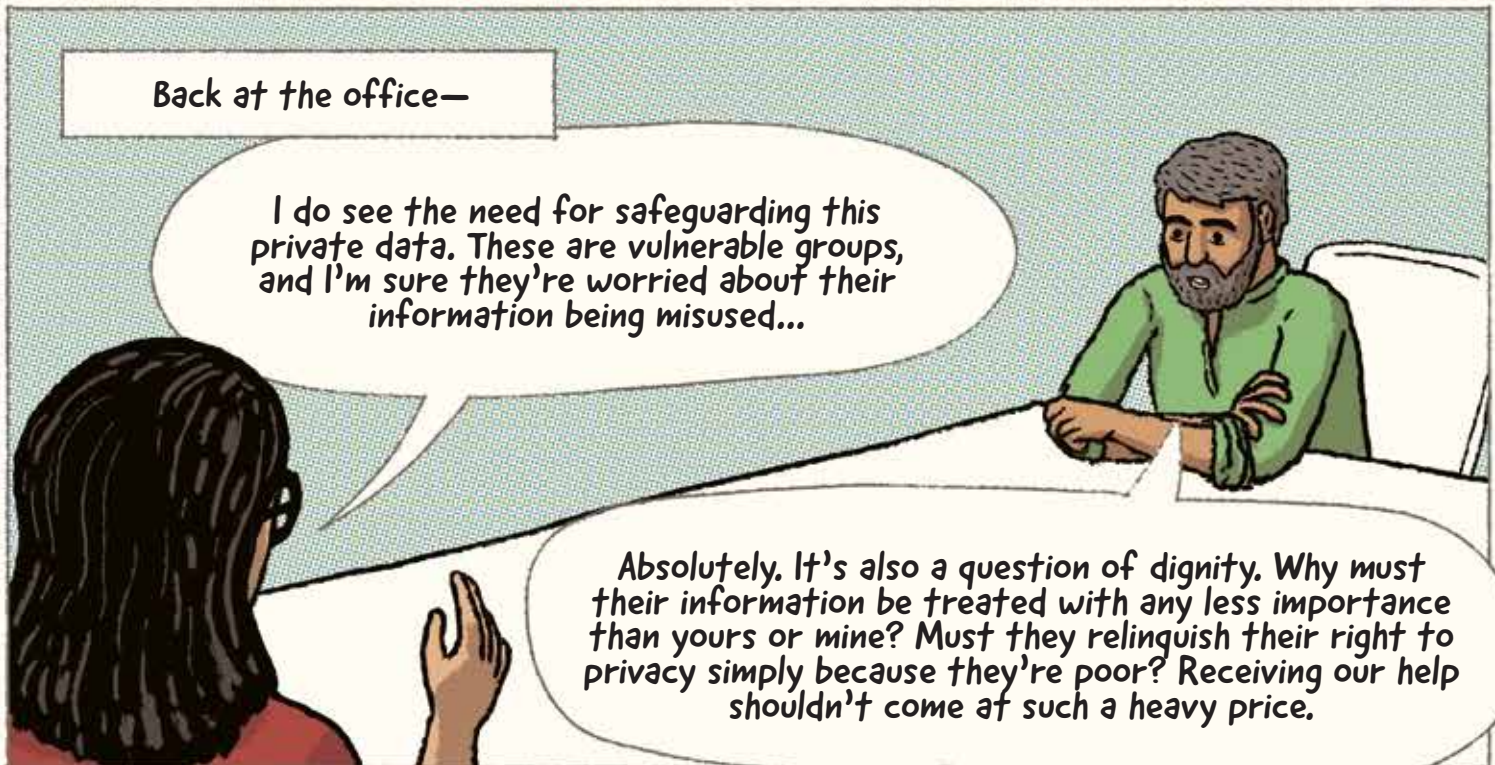
Bye, Samira.



Thanks, Samira. See you next week!




Back at the office—

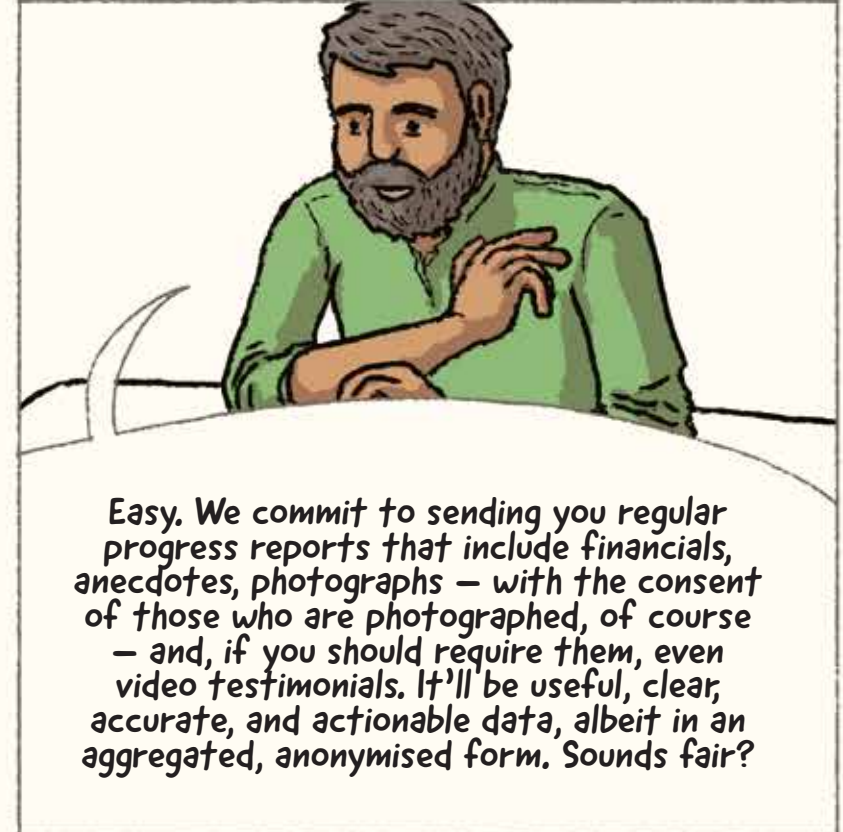


I do see the need for safeguarding this private data. These are vulnerable groups, and I'm sure they're worried about their information being misused...

Absolutely. It's also a question of dignity. Why must their information be treated with any less importance than yours or mine? Must they relinquish their right to privacy simply because they're poor? Receiving our help shouldn't come at such a heavy price.



I agree. But how does that square with Apnalaya's responsibility to us — to your funders? How can we be sure that our money is being spent correctly?



Easy. We commit to sending you regular progress reports that include financials, anecdotes, photographs — with the consent of those who are photographed, of course — and, if you should require them, even video testimonials. It'll be useful, clear, accurate, and actionable data, albeit in an aggregated, anonymised form. Sounds fair?



Sounds fair!



Excellent!

Read about Apnalaya's Responsible Data Policy at [apnalaya.org](http://apnalaya.org)