



Code of Ethics & Practice

1. Introduction

The Pack Music Co-operative is a community-driven, member-owned music streaming platform dedicated to fairness, transparency, and ethical engagement. This Code provides ethical guidelines for musicians, listeners, businesses, board members, and event participants, ensuring The Pack remains a **safe, inclusive, and cooperative environment** for all stakeholders.

This Code integrates the **Co-op Rules**, ethical considerations from the **original Code of Ethics document**, and **board feedback on conduct and community standards**.

2. Scope & Purpose

The purpose of this Code is to:

- Ensure ethical conduct in all interactions involving The Pack.
- Maintain a safe, inclusive, and supportive environment for all members.
- Promote transparency, fairness, and respect within The Pack community.
- Establish clear procedures for addressing breaches of conduct.

This Code applies to:

- **Musicians** (individuals, ensembles, and corporate representatives).
- **Listeners** and **Patrons** engaging with The Pack's platform.
- **Business** and **Government Partners** collaborating with The Pack.
- **Board Members** and **Co-op Staff** overseeing governance and operations.
- **Community Participants** who engage with The Pack's initiatives.

It outlines ethical expectations, risks, and mitigation strategies to ensure that The Pack remains a **fair, inclusive, and cooperative platform**.



3. Core Values & Ethical Principles

All members and participants must align with the Seven International Co-operative Principles and uphold the following values:

- **Equity & Fairness:** We advocate for fair pay, fair treatment, and equitable opportunities for all musicians.
- **Transparency:** Members and stakeholders must act with honesty and openness in all dealings.
- **Inclusivity & Respect:** Discrimination, harassment, or exclusionary behaviour will not be tolerated.
- **Integrity & Accountability:** Members are responsible for their actions and commitments.
- **Creativity & Expression:** We foster artistic freedom while maintaining ethical content standards.
- **Sustainability & Community Impact:** We work to create a long-lasting, positive impact on the music ecosystem.

4. Ethical Considerations & Responsibilities

4.1 Musicians (Individual & Ensemble Members)

4.1.1 Acceptable vs. Unacceptable Content

Acceptable Content:

- Original, human created, legally owned, unsigned music, performances, and artistic expressions.
- Content that fosters positive community engagement.
- Criticism or discussion that is constructive, respectful, and non-harmful.

Unacceptable Content (Subject to Removal):

- **Violence & Harm:** Advocacy or glorification of physical harm, hate speech, terrorism, or harassment.
- **Deceptive Practices:** Impersonation, misinformation, or deepfakes aimed at misleading audiences.
- **Sexually Explicit Content:** Pornographic or excessively explicit material that is not relevant to artistic expression.
- **Harmful Medical Misinformation:** Promotion of false or dangerous health claims.
- **Intellectual Property Violations:** Uploading or using copyrighted material without permission.
- **Illegal Activities:** Anything violating local, national, or international laws.



4.1.2 Ethical Responsibilities

- **Intellectual Property:** Upload only human-created, original, unsigned music, ensuring fair credit and ownership.
- **Respect & Professionalism:** Engage in respectful communication and avoid defaming fellow artists.
- **Platform Integrity:** Avoid spam, aggressive self-promotion that disrupts community engagement, or algorithmic manipulation.
- **Artist Solidarity:** Support fellow musicians and avoid toxic competitiveness that undermines collaboration.
- **Ethical Monetisation:** Participate in ethical revenue-sharing models without undercutting peers.

Risks & Mitigation Strategies

Risk Category	Potential Impact	Mitigation Strategy
Violence & Harm	Creates unsafe environment, potential legal liability, reputational damage.	Strict moderation policies, user reporting tools, automated detection of harmful content.
Deceptive Practices	Erodes trust, spreads misinformation, may have legal implications.	Fact-checking procedures, clear misinformation policies, swift content takedown.
Sexually Explicit Content	May violate platform standards, alienate users, and attract regulatory penalties.	Enforce content review policies, provide warnings before removal, transparency in enforcement.
Intellectual Property Violations	Legal action from rights holders, content takedown, loss of credibility.	Automated IP detection, robust content dispute resolution, swift takedown for violations.
Illegal Activities	Regulatory and legal consequences, platform sanctions.	Active compliance monitoring, reporting illegal content, cooperation with authorities.
Intellectual Property Misuse	Theft of artist work, financial loss, and disputes.	Content verification tools, robust reporting and dispute resolution mechanism.
Trolling & Harassment	Creates toxic community, damages brand reputation, discourages participation.	Strict community guidelines, anti-harassment reporting system, user education.



Risk Category	Potential Impact	Mitigation Strategy
Aggressive Self-Promotion	Disrupts user experience, decreases fairness in platform engagement.	Implement limits on self-promotion, balanced content exposure policies.
Algorithmic Manipulation	Unfair advantage to certain users, loss of integrity in content discovery.	Fair algorithm policies, transparency in ranking mechanisms, periodic audits.
Unethical Monetisation	Unfair revenue distribution, reduced artist trust, platform credibility loss.	Enforce fair monetisation models, ensure artist-friendly revenue-sharing policies.

4.2 Listeners & Patrons

Ethical Responsibilities

- **Respect for Artists:** Engage in constructive feedback and avoid harassment or trolling.
- **Fair Streaming & Support:** Ethically support artists through legitimate cooperative membership and purchases.
- **Privacy & Community Safety:** Do not misuse user data or engage in exploitative behaviour.
- **Reporting & Accountability:** Report offensive content or breaches of community guidelines.

Risks & Mitigation Strategies

Risk	Potential Impact	Mitigation Strategy
Abusive or offensive behaviour	Creates a toxic environment	Active content moderation, clear reporting channels.
Unauthorised music sharing	Financial harm to artists	Implement DRM protections, user education.
Privacy breaches (data misuse)	Trust erosion & legal consequences	Strong encryption, transparent privacy policies.



4.3 Ethical Business & Partnership Standards

Ethical Responsibilities

- **Fair Artist Compensation:** Ensure transparent revenue-sharing with artists.
- **Responsible Marketing:** Avoid manipulative or misleading advertising.
- **Respect for Artist Autonomy:** Support artists without imposing exploitative contracts.
- **Data Ethics:** Use listener and artist data ethically, without reselling for commercial gain.

Risks & Mitigation Strategies

Risk	Potential Impact	Mitigation Strategy
Exploitative contracts	Undermines The Pack's credibility	Ethical contract reviews, legal support for artists.
Monetisation models disadvantaging artists	Financial instability for musicians	Enforce revenue transparency.
Unethical data use	Legal & reputational damage	Strict data governance policies.

4.4 Board Members & Co-op Leadership

Ethical Responsibilities

- **Transparency & Accountability:** Uphold cooperative governance with integrity.
- **Conflict of Interest Disclosure:** Declare all personal/professional affiliations.
- **Decision-Making for Community Benefit:** Act in the best interests of artists and members.
- **Ethical Funding & Partnerships:** Engage only in ethical business agreements.

Risks & Mitigation Strategies

Risk	Potential Impact	Mitigation Strategy
Conflicts of interest	Loss of trust, biased decision-making	Mandatory disclosures, recusal from votes.



Risk	Potential Impact	Mitigation Strategy
Financial mismanagement	Harm to The Pack's sustainability	Regular audits, member oversight.
Lack of diversity in leadership	Weak representation of community interests	Ensure inclusive recruitment & decision-making processes.

5. Code Enforcement & Breach Response

5.1 Alleged Code Breach – Triggers & Response Levels

Alleged breaches can be flagged through different methods, each triggering a different level of information capture and response.

Response Level	Description	Initial Response
Flag	A stakeholder highlights something as unacceptable, but no official follow-up is required.	Logged for monitoring, no immediate action.
Feedback	A stakeholder provides detailed feedback suggesting a breach, likely requiring an official response.	Reviewed by Breach Assessor for potential follow-up.
Report	A stakeholder submits a detailed complaint with evidence, requiring an official response and investigation.	Formal review by Breach Assessor; response and possible enforcement actions applied.

5.2 Presumptions & Standard of Evidence

- **Freedom of Expression vs. Responsible Conduct:** All Pack stakeholders have the right to express themselves. However, this must be balanced against the responsibility to identify and challenge unacceptable content and behaviour.
- **Presumption of Innocence:** All alleged breaches are assessed objectively, with the accused given the benefit of the doubt until evidence supports a breach.
- **Human Review:** Breach assessments will never be fully automated. AI and automated tools may support, but not replace, human decision-making.



5.3 Reasonable Person Test

The Breach Assessor will evaluate:

- **Urgency & Severity** – How serious and time-sensitive is the alleged breach?
 - **Repetition & Intent** – Is this a one-time issue or part of a pattern?
 - **Legal or Precedent-Based Considerations** – Is there judicial guidance or relevant past cases?
- **Legal Compliance:** Any content found to be illegal will be removed immediately in compliance with legal obligations (e.g., IP infringement, hate speech, or fraud).

5.4 Breach Response & Enforcement Actions

The response to an alleged breach will depend on its nature and severity.

Breach Type	Potential Enforcement Actions
Minor Content Violations	Content advisory label, content restrictions, educational warning.
Moderate Violations	Temporary content removal, restricted monetisation, temporary membership suspension.
Severe or Repeated Violations	Permanent content removal, membership termination, full platform ban.
Legal Violations	Immediate removal, legal compliance, possible external enforcement.

5.5 Breach Determination & Review Process

The Pack Music Co-operative follows a structured process for breach determination and appeals.

Stage	Process
1. Breach Allegation	A Pack Stakeholder submits a complaint to the Breach Assessor.
2. Initial Review	The Breach Assessor evaluates the claim using the Reasonable Person Test.
3. Response Applied	Appropriate enforcement action is taken based on severity (see table above).



Stage	Process
4. Right to Appeal	The accused can appeal the decision for further review.
5. Independent Arbitration	If needed, the Breach Assessor facilitates arbitration between parties.
6. Final Board Review	If arbitration is unsuccessful, the full Board reviews the case and makes a final decision.

5.6 Final Notes

- The Pack's Board decision is final.
- Intellectual Property (IP) rights will be protected. Breaches involving stolen content or copyright infringement will result in swift removal and legal action if necessary.
- The Breach Assessor will strive for fairness, consistency, and transparency while allowing for case-by-case flexibility.

6. Commitment to Continuous Improvement

The Pack Music Co-operative is committed to:

- **Annual reviews of this Code** with input from members.
- **Transparent communication** on policy changes.
- **Ongoing education** on ethical and cooperative values.
- **Member-driven evolution** of conduct standards.

By participating in The Pack, members agree to uphold these ethical standards, ensuring a fair, sustainable, and artist-first music ecosystem.



Appendix: Detailed Code of Conduct & Ethical Considerations for The Pack Music Co-operative

This appendix will be updated periodically to reflect emerging ethical concerns, real-world incidents, and stakeholder consultations.

Table A1: Unacceptable Content, Conduct, and Experiences (Via Negative)

Category	Unacceptable Conduct / Content	Ethical Concerns	Mitigation Strategies
Dangerous Content	Advocacy or glorification of serious physical harm towards an individual or group.	Encourages real-world violence, incites harm, legal liability.	Strict content moderation, proactive monitoring, automated detection of harmful content.
	Promotion or support of terrorism or violent extremism.	National security risks, legal violations, reputational damage.	Collaboration with authorities, swift removal, monitoring extremist language patterns.
	Harassment or targeted abuse of an individual or group.	Emotional distress, cyberbullying, violation of human rights.	Zero-tolerance policy, user reporting tools, account bans for repeated offenders.
	Incitement of violence or hatred based on race, gender, religion, sexual orientation, etc.	Reinforces systemic discrimination, exclusion of marginalised groups.	AI-assisted hate speech detection, enforcement of anti-hate policies.
	False or deceptive information that may cause harm.	Public health risk, misinformation crisis.	Fact-checking, external expert partnerships, content warnings.
	Illicit promotion of illegal goods or substances.	Facilitates criminal activity, potential platform liability.	Automated filters, strict ad and content review policies.
	Child sexual abuse or exploitation.	Serious legal and ethical violation, lifetime bans required.	Immediate content takedown, mandatory reporting to law enforcement.



Category	Unacceptable Conduct / Content	Ethical Concerns	Mitigation Strategies
Deceptive Content	Impersonation of others to deceive or manipulate.	Misinformation, fraud, erosion of trust.	Verification tools, fraud detection systems, user authentication.
	Use of synthetic or manipulated media presented as authentic, with potential harm.	Deepfakes, fake news, reputational damage.	Watermarking, content authenticity verification tools, educational warnings.
Sensitive Content	Graphic or gratuitous violence, gore, or shocking imagery.	Trauma triggers, ethical concerns over sensationalism.	Content warnings, restriction settings for sensitive content.
	Sexually explicit material that is not relevant to artistic expression.	Age-inappropriate exposure, ethical concerns over consent and objectification.	Age restrictions, NSFW filtering, flagged content review by human moderators.
	Culturally insensitive material (requires further wordsmithing).	Risk of offense, exclusion, or misrepresentation of cultural groups.	Consultation with diverse cultural stakeholders, education on respectful artistic expression.
Illegal Content	Content that violates applicable laws and regulations.	Legal liability, platform shutdown risk.	Compliance team, legal policy review, prompt removal of illegal content.
	Content that infringes on intellectual property rights.	Deprives creators of fair compensation, copyright lawsuits.	Digital Rights Management (DRM) enforcement, clear licensing agreements.

Table A2: Additional Ethical Considerations for a Music Streaming Platform

Ethical Concern	Why It Matters	Mitigation Strategy
Fair Revenue Distribution	Streaming services often prioritise high-profile artists, leaving independent musicians with minimal earnings.	Implement fair-share monetisation models, revenue transparency, and minimum artist payouts.



Ethical Concern	Why It Matters	Mitigation Strategy
AI-Generated Music & Ownership	AI music can infringe on human creators' rights and reduce earnings for musicians.	Require clear attribution and disclosure of AI-generated music, ensuring human artists remain central.
Censorship vs. Artistic Freedom	Some content might be offensive but still fall within legal and artistic expression.	Develop clear content policies that distinguish between artistic expression and harmful content.
Data Privacy & Security	Collecting listener and artist data without consent can be exploitative.	Implement strict data protection policies, transparent opt-in permissions, and encryption standards.
Algorithmic Bias & Discoverability	Many streaming algorithms favour commercial artists over independent creators.	Design ethical recommendation algorithms that prioritise diversity, emerging artists, and fairness.
Mental Health & Well-Being	Online music platforms contribute to stress, burnout, and unrealistic success metrics.	Offer mental health resources, community support features, and ethical engagement guidelines.
Representation & Diversity	Music industries historically marginalise certain genres, artists, and cultures.	Ensure equal platform visibility for underrepresented artists and promote inclusive music curation.
Sustainable Music Practices	Digital streaming has a significant carbon footprint due to data centres and processing.	Adopt green hosting, carbon offset initiatives, and awareness campaigns for sustainable music consumption.

These ethical concerns and mitigation strategies ensure that The Pack Music Co-operative remains an artist-first, fair, and transparent streaming platform while maintaining compliance with legal and ethical standards. As new challenges emerge, this appendix will be regularly updated in consultation with stakeholders.