



The Pack: Data Sovereignty Policy

Preamble

This Data Sovereignty Policy extends The Pack's commitment to radical artist empowerment and ethical technological development. We recognise that in today's music industry, data has become as valuable as the creative works themselves. This policy establishes our framework for ensuring that control over data remains with those who rightfully own it: the artists, communities, and peoples who create and are represented within that data.

CORE PRINCIPLES

1. Artist-first data ownership

The Pack acknowledges that all data generated through an artist's presence, performance, and audience interaction belongs primarily to the artist. This includes but is not limited to:

- Streaming metrics and listener demographics
- Performance data and audience engagement statistics
- Revenue reports and financial analytics
- Audience feedback and interaction data
- Geographic distribution of listeners
- Trend analysis relating to the artist's work

Artists maintain perpetual ownership of this data regardless of their continued relationship with The Pack platform.

2. First Nations data sovereignty

The Pack recognises and respects the inherent right of First Nations artists to maintain, control, protect, and develop data related to their cultural expressions, traditional knowledge, and artistic heritage. This includes:

- Self-determination over how cultural data is collected, accessed, and used
- Governance of data systems that contain First Nations cultural content
- Implementation of the principle of "nothing about us without us" in all data practices involving Indigenous cultural expressions
- Recognition that data about communities and their cultural expressions are subject to the collective governance of those communities
- Acknowledgment that data sovereignty extends to all forms of data, including audio recordings, linguistic data, and cultural metadata



3. Language preservation and data stewardship

The Pack commits to the preservation and revitalisation of languages through responsible data practices:

- Development of specific protocols for the collection, storage, and use of recordings in endangered languages
- Creation of secure data repositories that support language revitalisation while respecting cultural protocols
- Implementation of metadata standards that properly attribute linguistic ownership and cultural context
- Support for artist-controlled sharing of language data for educational and preservation purposes
- Investment in technologies that enhance language documentation while respecting sovereignty principles

4. Transparent data collection and usage

The Pack commits to full transparency regarding:

- What data is collected and why
- How collected data is processed, analysed, and stored
- Who has access to which categories of data
- How data insights are generated and distributed
- The technical security measures protecting all data
- Any third-party relationships involving data access or processing

This transparency is implemented through clear documentation, regular reporting, and accessible explanations of our data practices.

5. Data portability and interoperability

Artists on The Pack platform are entitled to:

- Export their complete data history at any time in industry-standard formats
- Receive regular automated backups of their data
- Access tools to easily transfer their data to other platforms or services
- Retain access to historical data after leaving the platform
- Integrate data from multiple sources through open APIs and data standards



6. Privacy by design and enhanced protection

The Pack implements data protection measures that exceed industry standards:

- End-to-end encryption of sensitive data
- Minimised data collection—we collect only what serves a clear purpose for artists and the cultural ecosystem
- Granular permission settings allowing artists to control exactly what data is shared and with whom
- Regular security audits and vulnerability assessments
- Strict data retention policies that limit unnecessary storage of personally identifiable information
- Privacy impact assessments for all new features and technologies

IMPLEMENTATION MECHANISMS

Data Governance Council

The Pack will establish a Data Governance Council comprised of:

- Artist representatives from diverse backgrounds and genres
- First Nations data governance representatives
- Technical specialists in data security and privacy
- Legal advisors specialising in digital rights

The Council will:

- Review and approve data policies and practices
- Address conflicts or challenges related to data governance
- Evaluate proposed partnerships for alignment with data sovereignty principles
- Provide guidance on emerging data ethics issues

First Nations Data Governance Circle

Within the broader Data Governance Council, we will establish a dedicated Indigenous Data Governance Circle that:

- Has authority over policies affecting Indigenous cultural data
- Advises on protocols for working with Indigenous language recordings
- Develops guidelines for proper attribution and protection of Indigenous cultural knowledge
- Creates frameworks for benefit-sharing when Indigenous cultural data generates value



Rights Management System

The Pack will implement a comprehensive digital rights management system that:

- Allows artists to set permissions for different types of data
- Enables First Nations communities to implement customised protocols for access to cultural recordings
- Tracks and enforces compliance with artist-defined data usage rules
- Provides transparent audit trails of all data access and usage

Technical Infrastructure

Our commitment to data sovereignty is supported by:

- Decentralised data storage options including artist-controlled private clouds
- Open-source tools for data analysis that artists can run independently
- Interoperable data formats that prevent lock-in
- Local-first software approaches that prioritise artist control

SPECIFIC PROVISIONS FOR FIRST NATIONS DATA

Cultural Data Protocols

The Pack acknowledges that data related to First Nations cultural expressions requires special protocols:

1. **Cultural Authority Recognition:** We recognise that authority over cultural data resides with the appropriate cultural knowledge holders, not necessarily individual artists or platform administrators.
2. **Traditional Knowledge Labels:** We implement digital labelling systems that allow communities to define culturally appropriate access and usage parameters for recordings containing traditional knowledge.
3. **Community Benefit Agreements:** Any commercialisation of aggregated data that includes First Nations cultural expressions will be governed by benefit-sharing agreements with the relevant communities.
4. **Sacred and Secret Knowledge Protection:** Enhanced security and access controls for content identified as containing culturally sensitive material.



Language Preservation Framework

The Pack commits to supporting language preservation through:

1. **Language Data Repositories:** Creation of secure, community-controlled repositories for language recordings that support revitalisation efforts.
2. **Metadata Standards:** Implementation of detailed metadata structures that properly document linguistic context, dialect information, and cultural significance.
3. **Intergenerational Transfer Support:** Development of tools that facilitate the use of music and audio recordings in language learning and teaching.
4. **Attribution Requirements:** Technical systems that ensure proper attribution of language knowledge and prevent appropriation.
5. **Community Access Interfaces:** Custom interfaces that allow language communities to access recordings for cultural and educational purposes.

CULTURAL ECOSYSTEM DATA INITIATIVE (CEDI)

The Pack will establish a Cultural Ecosystem Data Initiative as an open data project designed to support evidence-based cultural investment while adhering to our core data sovereignty principles.

Purpose and Vision

CEDI will aggregate depersonalised, opt-in data to create a comprehensive picture of the cultural sector's impact, needs, and opportunities. This initiative aims to:

- Provide robust evidence for arts and cultural funding decisions
- Demonstrate the economic and social value of cultural activities
- Identify underserved communities and genres requiring additional support
- Track the effectiveness of cultural investment programs
- Support policy development that strengthens cultural ecosystems

Governance Structure

CEDI will operate under a multi-stakeholder governance model:

1. **Artist and Community Advisory Board:** Majority representation from diverse artistic communities, including dedicated seats for First Nations representatives
2. **Technical Advisory Committee:** Data scientists and privacy experts ensuring methodological rigor and privacy protection
3. **Government Liaison Group:** Representatives from relevant cultural agencies who can help align data collection with policy needs



4. **Academic Partners:** Researchers who can help develop methodologies and contribute to analysis

Consent and Control Mechanisms

CEDI upholds data sovereignty through:

1. **Opt-In Participation:** Artists explicitly choose to contribute their depersonalised data to the initiative
2. **Granular Permission Settings:** Contributors specify exactly which data categories they are willing to share
3. **Cultural Authority Protocols:** First Nations cultural data is subject to additional community-level approval processes
4. **Withdrawal Rights:** Contributors can remove their data from the aggregate pool at any time
5. **Purpose Limitation:** Clear boundaries on how the data can be used by government bodies

Data Categories and Collection

CEDI collects and aggregates:

1. **Economic Impact Data:** Revenue patterns, employment generation, and economic multiplier effects
2. **Geographic Distribution:** Regional and local patterns of cultural activity and consumption
3. **Genre Diversity Metrics:** Representation of diverse musical forms and cultural expressions
4. **Audience Engagement:** Patterns of participation across different demographics
5. **Language Presence:** Metrics on language representation in cultural production

All data will be rigorously depersonalised, aggregated at appropriate levels to prevent re-identification, and subjected to privacy impact assessments.

Government Partnership Framework

CEDI will establish clear terms for government access to aggregated cultural data:

1. **Data Access Agreements:** Formal agreements specifying permitted uses, privacy protections, and restrictions
2. **Transparency Requirements:** Government partners must document and publicly report how CEDI data influences funding decisions
3. **Reciprocal Data Sharing:** Government partners contribute relevant non-sensitive data to enrich the ecosystem understanding



4. **First Nations Cultural Investment Protocols:** Specific requirements for how data about First Nations cultural expressions informs funding decisions
5. **Annual Impact Reporting:** Public reporting on how CEDI data has influenced cultural investment

Technical Implementation

CEDI employs leading privacy-enhancing technologies:

1. **Federated Analytics:** Allowing analysis to occur without centralising raw data
2. **Open-Source Tools:** All data processing code is open source and available for public review
3. **Transparent Methodologies:** Clear documentation of all aggregation and analysis methods
4. **Data Minimisation:** Collection limited to what is strictly necessary for the stated purposes

First Nations Cultural Data Provisions

CEDI implements special provisions for First Nations cultural data:

1. **Community Data Sovereignty:** First Nations communities maintain control over how their aggregated cultural data is represented
2. **Prior and Informed Consent:** Special consent processes for inclusion of data related to First Nations cultural expressions
3. **Cultural Strength Indicators:** Development of culturally appropriate metrics for measuring cultural vitality
4. **Self-Determination Alignment:** Data frameworks aligned with First Nations self-determination principles
5. **Language Revitalisation Metrics:** Specific indicators for language presence and revitalization efforts

ACCOUNTABILITY AND REVIEW

The Pack commits to:

- Annual public reporting on implementation of this Data Sovereignty Policy
- Regular external audits of our data practices
- A clear grievance mechanism for addressing concerns about data usage
- Periodic review and updating of this policy in consultation with artists and communities
- Ongoing education for all team members about data sovereignty principles



The Pack's Data Sovereignty Policy represents our commitment to reimagining the relationship between artists, communities, and their data. By ensuring that data control remains with those who create it, we challenge the extractive practices that have dominated the music industry. Through these principles and practices, we affirm that true artistic freedom must include data sovereignty.

This policy is a living document that will evolve through ongoing consultation with our artist community, First Nations partners, and data sovereignty experts.

Policy Review Cycle: Annual

Last Reviewed: May 2025

Next Review Scheduled: May 2026