

# Privacy principles we live by



## Privacy positive

We know that if someone doesn't trust a tool, they won't use it.

We're passionate about creating meaningful data controls, choices, and notices to foster open collaboration and deeper teamwork. This means we embrace privacy by design in everything we do. We're on a mission to build better privacy-aware products more simply, with a high degree of configuration, to make sure every team member is on board.

Learn more about how we embed privacy into our products by visiting [How we handle your data](#).



## Trust through transparency

Trust can't grow with proactive transparency.

We commit to providing forthcoming, clear, simple, and consistent information around who can access your data and for which purposes, regardless of the products you're using (or the content you're visiting). We won't wait for you to ask. Our goal is to deliver a familiar, straightforward privacy structure - no surprises.

We surface this information in a few places, including Atlassian's:

- [Privacy Policy](#)
- [User Notice](#)
- [Trust Center](#)
- [Transparency Report](#)
- [Community](#)

We may surface additional information within our products where possible to assist you in understanding impacts of particular product configurations. For example, we may surface a notice about what information a Marketplace App is requesting from Atlassian before installation.

We also let you know about data incidents when they arise. Visit [How we handle your data](#) for more details about our approach to Security Incident Management.



## Confidence through control

We want you to feel confident providing data to us, stemming from the choices we present you around providing, restricting, modifying, accessing, or revoking personal data.

While we'll always honor legal requirements as a baseline, we're constantly looking for ways to enhance your options and deliver better solutions than the law requires.

- [Manage your personal data privacy](#)
- [Manage your business's data privacy](#)
- [Privacy FAQ](#)

You can always change your mind on these settings and reconfigure them.



## Just be human

Privacy is a fundamental human right, and can enable other rights like personal safety, non-discrimination, and freedom of expression.

To us, that means it's not enough to observe minimum legal requirements and "think like lawyers" - we're on a journey to innovate responsibly and help our industry grow in the same direction. This is an ongoing project, and we use steering questions like "is this the right thing to do", and "would I recommend my family use this product", to keep on track. Learn more about our commitment to working for social and environmental progress in whatever we do by visiting our [Corporate Social Responsibility](#) page.

As users of our own products, we're truly building the products and privacy protections we want to work within. We're not in the business of hoarding information, and strive to collect and use only what we need - and no more. Our teams live this commitment by

carrying out detailed, cross-functional assessments of data use initiatives as part of our regular Data Protection Impact Assessments. For more information, see [How we handle your data](#).

Your needs are our compass - share your thoughts on how we can align our [cloud roadmap](#) with your privacy needs by creating feature suggestions (or voting, watching, and commenting on existing suggestions), in Atlassian's [public issue tracker](#).

