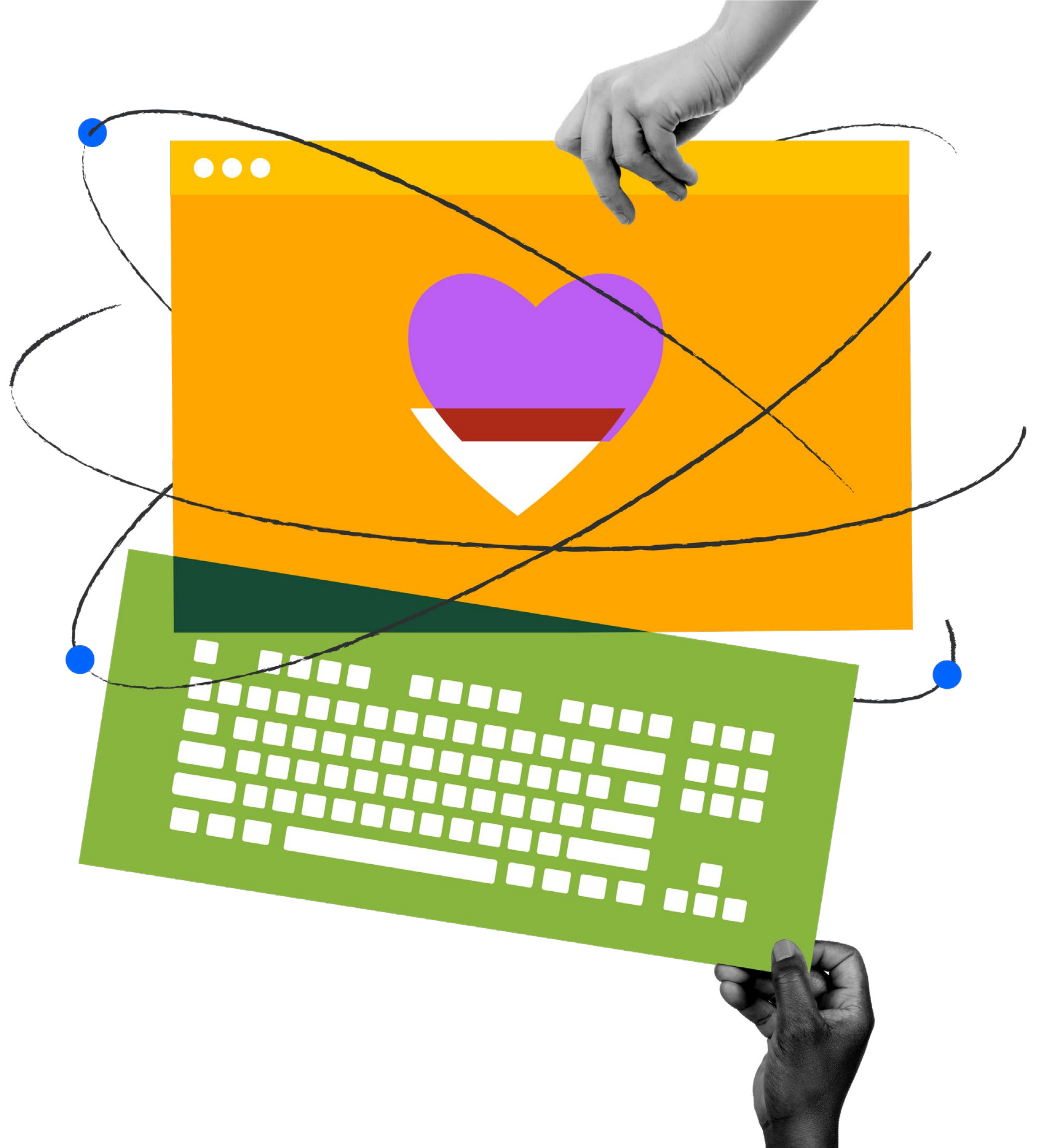# ATLASSIAN

Responsible Technology Review Template

Gut-checks and guidelines for developing or deploying new tech

Introduction

This template is based on **Atlassian's Responsible Technology Principles** and helps teams build a shared understanding of how their project affects employees, customers, and community stakeholders. By being thoughtful in the use and development of technology, we can move fast and *not* break things.

"How do I use this thing?"

1. Step through this template as a project team and don't expect to work through the whole thing in one go. You may need to split off to gather information or talk to stakeholders, then come back together.

2. Make sure the project's lead is involved throughout. This person might be called the owner, approver, directly responsible individual (DRI), or some other clever name your company has invented.

3. Tip: you don't have to complete a responsible technology review before beginning development work. But you'll be more objective in your thinking (and end up with less re-work) if you do.

4. Treat this as a living document. Come back and reassess if the project pivots direction, the user persona changes, you go from beta to GA, etc.

5. Tip: use this template to assess the technology you're building or buying for internal use, too.

A note about alignment ratings

Each section focuses on a different guiding principle. Along with specific questions to consider, you'll also rate how well the project aligns with that principle. We've found a simple red/yellow/green system works well. Here's what each rating means.

FEELS GOOD

You're confident this use of technology aligns with the relevant principle.

NEEDS WORK

You've uncovered risks or potential issues. That's OK! Reassess your plans and adapt as needed.

NOT ALIGNED

You've identified ethical issues and/or problems that might emerge later.

Project summary

Project or product	
Driver	
Team members	
Description	
Resources	
Date of most recent technology review	
Overall confidence	FEELS GOOD NEEDS WORK NOT ALIGNED
Further actions	

Principle 1: Empower all humans

Technologies should be open, inclusive, fair, and just to reflect the fundamental rights we all share.

How will customers, employees, or other users experience this tech?
We don't know our own blind spots. To maximize fairness and inclusivity, we need to think about how all users will be affected.

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS

Fairness for users and stakeholders	Who will use this tech? Who else may be affected by it?
	• Will the outputs of this tech be used to make decisions?
	  • If so, who will those decisions be made about?
	  • Are any of these stakeholders part of a demographic group that is underrepresented or historically marginalized (due to race, gender, age, language, religion, sexual orientation, disability, etc.)?
	
	Answer:
	
	How will those users and affected persons experience the tech, and how might this differ between user groups?
	• What are the potential benefits for those users and affected persons?
	• What are the potential harms they could experience?
	• How might the experience differ for users in an underrepresented or historically marginalized demographic group?
	
	 Answer:
		FEELS GOOD
		
		NEEDS WORK
		
		NOT ALIGNED
			What have we already done to improve the risk level?
			
			What is our plan to improve the risk level in the future?

Principle 1 (cont.)

How will customers, employees, or other users experience this tech?			
We don't know our own blind spots. To maximize fairness and inclusivity, we need to think about how all users will be affected.			
THEME	**DISCUSSION PROMPTS**		
Fairness for users and stakeholders (cont.)	Is there a risk that similarly situated users/people won't have the same experience as one another? **Answer:** As a result, could this tech (not limited to, but particularly AI) result in unfair biases for/against certain groups of users/people? **Answer:**		

Principle 1 (cont.)

How will customers, employees, or other users experience this tech?			
We don't know our own blind spots. To maximize fairness and inclusivity, we need to think about how all users will be affected.			
THEME	**DISCUSSION PROMPTS**	**ALIGNMENT RATING**	**ACTIONS AND IMPROVEMENTS**
Inclusivity	Do we have the right people in the room to properly consider and assess the questions around fairness above? • Does the team reflect the diversity of the societies we live in and the teams we serve? Think about this broadly, in terms of differences in characteristics, backgrounds, experiences and perspectives as well as in the particular crafts and functions represented on the team. • Does the work conducted by the team reflect a diversity of perspectives (e.g., in research, data, testing)? **Answer:** If not, have we or could we involve a broader range of people and stakeholders throughout the project? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 2: Unleash potential (not inequity)

If we use technologies responsibly and intentionally, we can contribute to better outcomes across our communities.

What are the known and potential uses?			
It's our responsibility to control for bad outcomes to the best of our ability and drive toward good outcomes. That starts with ensuring this tech is fit for purpose.			
THEME	**DISCUSSION PROMPTS**	**ALIGNMENT RATING**	**ACTIONS AND IMPROVEMENTS**
Use the right tool for the job	Is the tech being used a good fit for the intended purpose and use cases, as described in your project summary above? **Answer:** Are there circumstances where the tech doesn't suit the use case? • How is the tech necessary for, or otherwise a good fit for, the use case? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 2 (cont.)

What are the known and potential uses?			
It's our responsibility to control for bad outcomes to the best of our ability and drive toward good outcomes. That starts with ensuring this tech is fit for purpose.			
THEME	**DISCUSSION PROMPTS**		
Use the right tool for the job (cont.)	Does this tech fit with your company's mission and values? • How might it benefit communities or do other good in the world? (Don't be afraid to think big!) • Does it align with your company's public commitments on issues like human rights, DEI, fair employment, etc.? **Answer:**		

Principle 2 (cont.)

What are the known and potential uses?			
It's our responsibility to control for bad outcomes to the best of our ability and drive toward good outcomes. That starts with ensuring this tech is fit for purpose.			
THEME	**DISCUSSION PROMPTS**	**ALIGNMENT RATING**	**ACTIONS AND IMPROVEMENTS**
Risks and impacts	Could use or misuse result in unintended consequences (including bias, toxicity, and other adverse impacts on individuals)? • Will this change as the tech is adopted and used over time and feedback loops are created? • How have we tested, evaluated, verified or validated this (if at all)? **Answer:** What is the worst-case scenario of misuse or failure? • How might a supervillain abuse this tech? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 2 (cont.)

What are the known and potential uses?			
It's our responsibility to control for bad outcomes to the best of our ability and drive toward good outcomes. That starts with ensuring this tech is fit for purpose.			
THEME	**DISCUSSION PROMPTS**		
Risks and impacts (cont.)	What is the best-case scenario of use? **Answer:** What more could we do to drive towards the best-case scenario and control for or mitigate the potential for the worst-case scenario? What are the trade-offs (if any) involved in doing so? **Answer:**		

Principle 3: Build for trust

Trust isn't just about ensuring the security and privacy of technology products, but is also earned and kept by demonstrating a commitment to reliability and performance.

How does the technology align with our commitments around trust?
New technologies (including AI) come with unknowns about their quality, accuracy, and reliability. Choice, control, and candor go a long way in building trust.

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS
Data integrity	Will this tech interact with data in a way that is aligned with the expectations we set with customers and employees? • Would we lose the trust we've built with customers and employees if it interacts with data in a way that is new or different? • Do we fully understand the commitments we've made publicly to customers and internally to employees? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 3 (cont.)

How does the technology align with our commitments around trust?

New technologies (including AI) come with unknowns about their quality, accuracy, and reliability. Choice, control, and candor go a long way in building trust.

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS
Choice and control	Do we offer users or individuals choice in how they participate or whether they participate at all? • Describe the applicable controls (e.g., opt-in, opt-out) and choices offered to individuals and where they apply. **Answer:** What privacy controls and privacy-enhancing technologies (if any) can we apply to provide customers and employees with better protection? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 3 (cont.)

How does the technology align with our commitments around trust?			
New technologies (including AI) come with unknowns about their quality, accuracy, and reliability. Choice, control, and candor go a long way in building trust.			

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS
Quality and performance	Are the datasets that we intend to use suitable for our purposes? • Think about the use cases, stakeholders, geographic areas and data requirements set out above. **Answer:** Has the tech been tested, validated, and proven for this use case? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 3 (cont.)

How does the technology align with our commitments around trust?			
New technologies (including AI) come with unknowns about their quality, accuracy, and reliability. Choice, control, and candor go a long way in building trust.			
THEME	**DISCUSSION PROMPTS**		
Quality and performance (cont.)	How complex are the tasks that the tech must complete? • If a group of humans had to perform this task, would they easily agree on the "right" way to do it and the "right" outcome? **Answer:** How complex is the environment where this tech will be deployed? • How might this complexity contribute to unpredictable issues or changes over time (e.g., system drift)? **Answer:**		

Principle 4:
Open communication, no bullshit

With new technologies like AI, just telling users that a feature is AI-powered doesn't mean much unless the user also understands what it means when the feature is in use, how to best interact with it, and how to respond to (and if needed, question) its outputs.

What will we communicate about this tech and the data that powers it?
Some disclosures are (or will soon be) mandatory, others aren't. Regardless, many of the issues identified in this review can be solved by being open with users – particularly for AI systems that mimic human interactions (like chatbots) and generative AI.

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS
What to communicate	What do we know (and need to ensure that customers and users know) about the benefits and limits of the tech? • Are there situations where we know it won't perform at its best? • Are there potential uses that we need to explicitly restrict? • What uses are not supported by us (including where the tech has not been designed or tested for them)? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 4 (cont.)

What will we communicate about this tech and the data that powers it?			
Some disclosures are (or will soon be) mandatory, others aren't. Regardless, many of the issues identified in this review can be solved by being open with users – particularly for AI systems that mimic human interactions (like chatbots) and generative AI.			
THEME	**DISCUSSION PROMPTS**		
What to communicate (cont.)	Can we explain to our customers and people (including potential employees) how we thought through the risks of this tech? Can we provide a satisfying explanation for why we intend to proceed? **Answer:**		

Principle 4 (cont.)

What will we communicate about this tech and the data that powers it?

Some disclosures are (or will soon be) mandatory, others aren't. Regardless, many of the issues identified in this review can be solved by being open with users – particularly for AI systems that mimic human interactions (like chatbots) and generative AI.

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS
Must-have disclosures	If we are using AI for this project, how might we best inform users that an AI system is in use? **Answer:** What else might we need to give users a heads-up about? • What level of disclosure is most appropriate based on the context? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 4 (cont.)

What will we communicate about this tech and the data that powers it?
Some disclosures are (or will soon be) mandatory, others aren't. Regardless, many of the issues identified in this review can be solved by being open with users – particularly for AI systems that mimic human interactions (like chatbots) and generative AI.

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS
Communication plan	When and how will we tell customers and users this information? **Answer:** Are there any behavioral nudges or notifications we can build into the product itself to help the customer remember the limitations and risks? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 5:
Accountability is a team sport

Any tech is part of a larger ecosystem. It's important to take user feedback seriously and to encourage other technology makers to adopt these practices, too.

How will we hold ourselves and our partners accountable for the impacts of this tech?			
Some level of human involvement and oversight is needed in order for responsible tech principles to be effective.			
THEME	**DISCUSSION PROMPTS**	**ALIGNMENT RATING**	**ACTIONS AND IMPROVEMENTS**
Human oversight	What is the level of human involvement in the tech's operation? • Is that level appropriate (and helpful)? **Answer:** Who will make decisions about whether to employ the tech for particular tasks? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 5 (cont.)

How will we hold ourselves and our partners accountable for the impacts of this tech?			
Some level of human involvement and oversight is needed in order for responsible tech principles to be effective.			
THEME	**DISCUSSION PROMPTS**		
Human oversight (cont.)	Who will be responsible for troubleshooting, managing, operating, overseeing, and controlling the tech over its lifecycle? **Answer:**		

Principle 5 (cont.)

How will we hold ourselves and our partners accountable for the impacts of this tech?			
Some level of human involvement and oversight is needed in order for responsible tech principles to be effective.			
THEME	**DISCUSSION PROMPTS**	**ALIGNMENT RATING**	**ACTIONS AND IMPROVEMENTS**
Third parties	If we're using a third-party vendor or partner… • Do their reputation and values align with ours? • How would using them reflect on our own reputation? • What are their commitments with respect to AI ethics or responsible technology? Can you confirm whether their actual capabilities deliver on this? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 5 (cont.)

How will we hold ourselves and our partners accountable for the impacts of this tech?			
Some level of human involvement and oversight is needed in order for responsible tech principles to be effective.			
THEME	**DISCUSSION PROMPTS**		
Third parties (cont.)	Do we have any leverage to influence vendors, partners or other stakeholders in this project to implement or further develop any of their ethical practices and processes? **Answer:** Can we use our relationships with third parties and stakeholders to learn from them? **Answer:**		

Principle 5 (cont.)

How will we hold ourselves and our partners accountable for the impacts of this tech?
Some level of human involvement and oversight is needed in order for responsible tech principles to be effective.

THEME	DISCUSSION PROMPTS	ALIGNMENT RATING	ACTIONS AND IMPROVEMENTS
User feedback	Are there mechanisms for users to report issues with the tech? **Answer:** Do we have other mechanisms to obtain user and stakeholder feedback? • Are they reactive and ad-hoc, or proactive and regular? • If we have multiple feedback streams coming in, how will we sort through and prioritize the feedback we get? **Answer:**	FEELS GOOD NEEDS WORK NOT ALIGNED	What have we already done to improve the risk level? What is our plan to improve the risk level in the future?

Principle 5 (cont.)

How will we hold ourselves and our partners accountable for the impacts of this tech?			
Some level of human involvement and oversight is needed in order for responsible tech principles to be effective.			
THEME	**DISCUSSION PROMPTS**		
User feedback (cont.)	How will we respond to and, if appropriate, implement that feedback? Can we specify a cadence and process? **Answer:**		

Key takeaways

Use this extra space to expand on your takeaways and to-dos following the review.

For example:

What did we learn from this review?

What other questions do we need to ask and who else do we need to engage?

What are the "unknowns" we haven't been able to answer?

ATLASSIAN