Public engagement & public benefit

H/F Gallery and those who work in and with them should:

- actively engage and work in partnership with existing audiences and reach out to new and diverse audiences
- treat everyone equally, with honesty and respect
- provide and generate accurate information for and with the public
- support freedom of speech and debate
- use collections for public benefit – for learning, inspiration and enjoyment

Upholding the principle
Provide public access to, and meaningful engagement with exhibitions and information about exhibitions without discrimination.

Ensure editorial integrity in programming and interpretation. Resist attempts to influence interpretation or content by particular interest groups, including lenders, donors and funders.

Support free speech and freedom of expression. Respect the right of all to express different views unless illegal to do so or inconsistent with the purpose of the gallery or exhibition as an inclusive public space.

Ensure that information and research presented or generated by the gallery is accurate. Take steps to minimize or balance bias in research undertaken by the gallery.

Acknowledge publicly that the gallery benefits from all those who have contributed to the making, meaning and presence in the gallery of its artworks and exhibitions.

Work in partnership with communities, audiences, potential audiences and supporters of the New Media Caucus and H/F Gallery.

Ensure that everyone has the opportunity for meaningful participation in the work of the gallery.

Individual & institutional integrity
H/F Gallery and those who work in and with them should:

- act in the public interest in all areas of work
- uphold the highest level of institutional integrity and personal conduct at all times
- build respectful and transparent relationships with partner organizations, governing bodies, staff and volunteers to ensure public trust in the NMC’s activities

Upholding the principle

- Make clear when communicating personally or on behalf of another organization that views expressed do not necessarily represent those of the NMC or H/F Gallery.

In addition, museums and governing bodies should:

- Carefully consider offers of financial support from commercial organizations and other sources in the US and internationally and seek support from organizations whose ethical values are consistent with those of the organization. Exercise due diligence in understanding the ethical standards of commercial partners with a view to maintaining public trust and integrity in all gallery activities.
• Abide by a fair, consistent and transparent workforce policy for all those working in the gallery, including those in unpaid positions.
• Be sensitive to the impact of the gallery on natural and human environments. Make best use of resources, use energy and materials responsibly and minimize waste.