

Ethics & Practices

WhoWhatWhy.org is the operating arm of Real News Project, Inc. We're an independent, nonprofit, nonpartisan news organization committed to delivering the highest quality journalism, immune to corporate interests, political partisanship, and marketing algorithms.

Donor & Financial Transparency

Integrity is our most valuable asset. Without it our value as a legitimate news source is compromised. To protect this value we created a firewall that separates editorial decisions from our revenue stream. This is maintained by the complete transparency of our funding structure.

All donors over five thousand dollars are publicly listed. Those who contribute to or do business with *WhoWhatWhy* do so with the explicit knowledge that their financial support does not exempt them from our journalistic scrutiny. Whenever a story mentions a major funder or a member of our board of directors, we will disclose that relationship in the story.

Our organization may consider donations to support the coverage of particular topics, but our organization strictly maintains the editorial control of that coverage. We will cede no right of review or influence of any editorial content, nor of unauthorized distribution of our editorial content.

We will accept anonymous donations for general support only if it is clear that sufficient safeguards have been put into place that the expenditure of those donations are made independently by our organization and in compliance with the Institute for Nonprofit News Membership Standards (INN).

Editorial Independence

WhoWhatWhy does not accept advertising of any kind. We rely on publicly listed individual donations and foundation grants. Our professional editorial staff makes all editorial decisions based on journalistic integrity alone.

We publish news and analysis based on investigative reporting by professional journalists who uphold the highest standards of fairness and accuracy. *WhoWhatWhy* adheres to the [Society of Professional Journalists' Code of Ethics](#), and operates in accordance with INN standards for financial transparency and editorial independence.

Equity & Inclusion

As a global new agency, our professional team of editors and reporters come from all over the world. Many of our editorial departments are female-led. Our supporting staff is primarily made up of volunteers directly from the diverse communities we serve, so diversity is built into our organizational structure. *WhoWhatWhy* is an equal opportunity employer and makes all its hiring decisions based on merit alone.

Corrections

While we hold all our staff to the highest standards of journalistic accuracy, we are human and can make mistakes. When we do, we will denote that factual story error and publish a correction. If you believe we have made an error in our reporting, please email us at feedback@WhoWhatWhy.org or contact our editorial staff.

Sourcing & Attribution

We do our best to properly identify all sources in our reporting, granting anonymity only when necessary for safety and/or security. We also seek to identify all relevant affiliations and any known biases of our sources related to the story. We always make significant efforts to contact all the primary subjects and sources of criticism in our news coverage. Our staff never misrepresents themselves or misleads a source for access, and *WhoWhatWhy* does not pay sources.

Conflicts of Interest

WhoWhatWhy staff will not work on stories or projects in which they have a vested financial or personal interest. They will avoid active, direct investment in companies or industries which they regularly cover or they will recuse themselves from any stories that could cause a breach of our conflict policies.

As a majority volunteer organization many of our staff have concurrent employment and/or freelance work. So our entire staff gets fully vetted by our human resources department before hiring. All fulltime and contract journalists are cleared by an editor to ensure that any freelance work does not conflict with their responsibilities at *WhoWhatWhy*.

Editorial employees are permitted to moderate panels or speak at events as a *WhoWhatWhy* representative in a purely journalistic role. *WhoWhatWhy* employees, contractors and interns will not accept any gift from any company, individual or institution that may compromise integrity or impartiality, or may damage our journalistic credibility. All staff editorial-related travel, conference/convention, and per diem expenses are paid by *WhoWhatWhy*.

Privacy Policy

It is important to remember that visitors to our site understand what information we gather about them, how we use it, and how we work to protect it. By using our website, and/or signing up for services such as membership or our newsletter, you consent to information practices outlined in our Privacy Policy.

Cookies

A cookie is a small amount of data, which often includes an anonymous unique identifier, that is sent to your browser from a website's servers and stored on your computer. Each website can send its own cookies to your browser if your browser's preferences allow it, but (to protect your privacy) most browsers only permit a website to access the cookies that the same website has already sent to you, not the cookies sent to you by other sites.

Changes to This Privacy Policy

We may change our privacy policy from time to time. Any changes regarding disclosure of personally Identifiable Information to third parties will be posted as a new policy on our home page.

DISCLAIMER:

WhoWhatWhy, the operating arm of Real News Project inc., is not a legal organization, and does not provide legal advice. The use of our materials is not a substitute for legal advice, and an attorney should be consulted re your use of any materials. No Attorney-Client relationship is created by use of these materials.