

# THE OPPORTUNITY FOR RESPONSIBLE BUSINESS: Ethics, Human Rights, and Technology in the Fourth Industrial Revolution



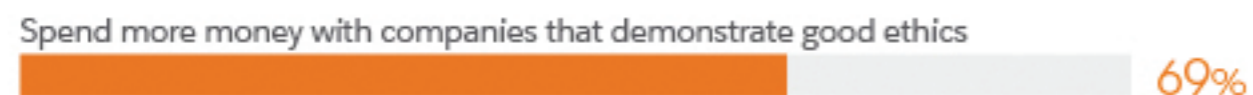
As technology transforms every facet of society, there is an increasing focus on societal impact. Today's consumers shop with their values, and look for companies with ethics at their core.

## CONSUMERS SEE HUMAN RIGHTS AS A BUSINESS IMPERATIVE



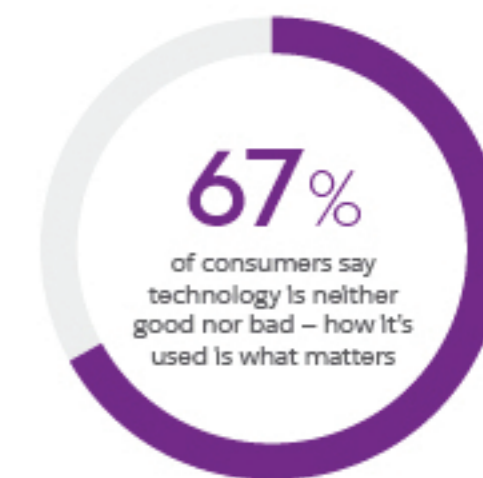
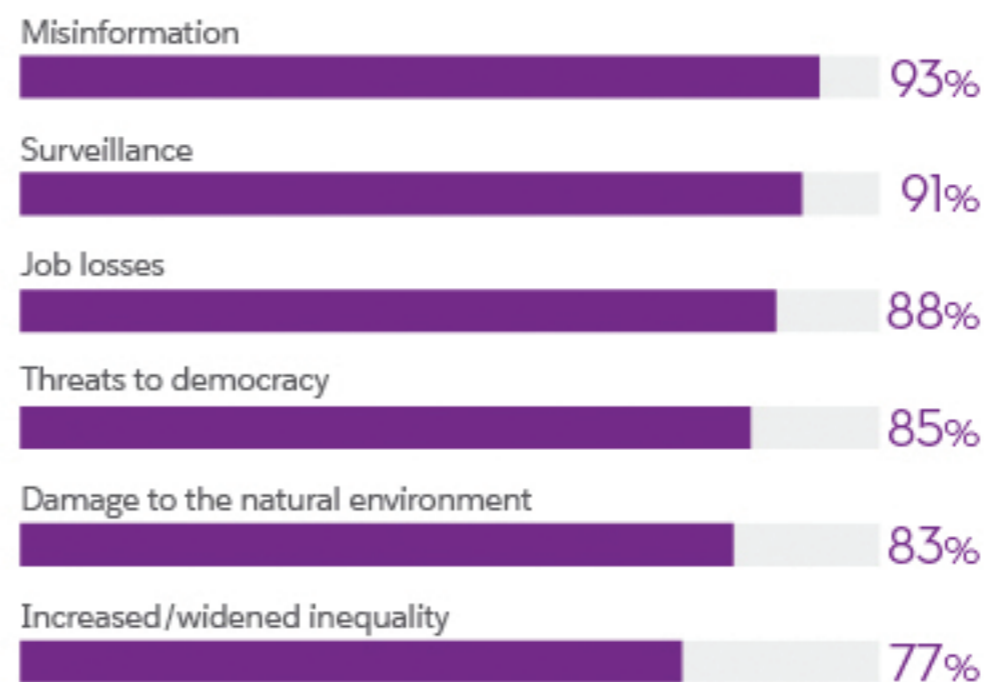
## GOOD ETHICS IS GOOD BUSINESS

% of consumers who:



## TECHNOLOGY CAN HELP OR HARM SOCIETY

% of consumers who are concerned about emerging technology's potential to bring:



Base: 2,403 consumers in the United States.  
Source: Business and technology ethics survey, Salesforce Research, October 2018.

The technology industry stands at an inflection point. Salesforce believes that businesses have a responsibility to lead positive change. Learn how we approach ethical and humane use of technology.

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