

The most comprehensive free, publicly accessible pre-deployment ethics and Safety by Design assessment for AI and emerging technology.

"Preventable digital harm should never be the cost of innovation." — Away from Keyboard Inc.

The Problem

The build cycle has no natural moment where someone stops and asks who this could hurt. 97% of products assessed had serious gaps. Only one assessment in the entire history of the tool has reached strong readiness. 200+ blindspots across 35 assessments, averaging 5.7 per product.

Three Pillars

- Cybersecurity and systems integrity.** Data flows, threat vectors, access controls, exploitation pathways. Digital harm is a systems vulnerability.
- Human rights and equity safeguards.** Child protection, gender equality, disability access, Indigenous data sovereignty, family violence risk, inclusion.
- Technology-facilitated gender-based violence prevention.** Screened in every single assessment regardless of product type. Builders almost never see this coming.

How It Works: Two Stages

Stage 1. Nine domain questions plus a plain-language product description. Consistency detection flags confident ignorance. Mandatory technology-facilitated gender-based violence, cybersecurity, and child safety screening. Jurisdiction calibration including MARAM for Victorian prescribed organisations. Tailored follow-up questions written fresh for each submission.

Stage 2. Readiness score out of 100, blindspot analysis in four categories, recommendations split between legal obligations and ethical best practice, 30-day action plan, questions for the board or team. PDF download. Nothing stored.

Four Risk Pattern Types

Confident ignorance. Certain they're fine without evidence. Caught by consistency detection.

Missing context. Gaps in understanding who is actually affected, particularly vulnerable people.

False safety. Safeguards that don't protect against the actual risk.

Second-order risks. Foreseeable misuse the builder hasn't considered.

About Away from Keyboard Inc.

AFK is an Australian registered charity focused on upstream harm prevention at the intersection of digital safety, child safeguarding, family violence prevention, and ethical technology. Alt-TAB is its flagship prevention tool. AFK holds accredited UN delegate status, contributes to IEEE standards on AI and family violence, and presents at WSIS Geneva, July 2026. AFK is not anti-innovation. It is pro-responsibility.

What Makes This Different

35 frameworks simultaneously. Applied based on what your description reveals. Most tools cite one or two.

Can't be gamed. Consistency detection checks your description against your answers. Confident ignorance gets flagged even when all nine questions are answered positively.

MARAM-aware. A legal obligation for Victorian prescribed organisations in health, housing, legal, and social services. Alt-TAB screens for it. Most technology procurement processes don't.

Jurisdiction-specific. Australian law for Australian products. GDPR where EU users are involved. MARAM for Victorian sector. AIATSIS and CARE Principles for First Nations community impact.

Assessment type calibration. A community group migrating client records gets different questions than a startup deploying AI. Same rigour. Right language.

Built for everyone. Community groups, sole traders, NGOs, startups, educators. No account. No specialist knowledge. Genuinely free.

Actually private. Nothing submitted is stored. A structural design decision, not a policy.

Who It Is For

Anyone deploying technology or changing a digital process. If you've ever wondered whether you've thought this through carefully enough, this is for you.

The Data

97% of products assessed had serious gaps. Only one assessment in the entire history of the tool has reached strong readiness. 200+ blindspots identified. These are not outliers. This is what happens when no one has ever asked the right questions before.

Start Your Assessment

Free at alttab.afk.org.au. No account. No login. 15 to 20 minutes. Includes a 30-day action plan and PDF report.

All 35 Governance Frameworks

Applied simultaneously based on your product description, jurisdiction, and user context. Plain-language explainers at alttab.afk.org.au/resources

CHILDREN AND YOUNG PEOPLE

- UN Convention on the Rights of the Child (UNCRC)
- UNICEF Guidance on AI and Children 3.0 (2025)
- UK Age Appropriate Design Code (Children's Code)
- ACCCE: Australian Centre to Counter Child Exploitation

ETHICS AND RESPONSIBLE AI

- UNESCO Recommendation on Ethics of AI (2021)
- OECD AI Principles (updated 2024)
- NIST AI Risk Management Framework (2023)
- UN Guiding Principles on Business and Human Rights
- Global Digital Compact (UN, 2024)

AUSTRALIAN LAW AND REGULATION

- Privacy Act 1988 and Australian Privacy Principles
- Online Safety Act 2021
- Spam Act 2003
- eSafety Commissioner Safety by Design
- eSafety Phase 2 Industry Codes (2025)
- eSafety Self-Harm Material Guidance (2026)
- ASD Essential Eight Maturity Model
- Coercive Control Legislation (Australian states)

AUSTRALIAN PRACTICAL GUIDES

- NAIC Voluntary AI Safety Standard (2024)
- National AI Assurance Framework (2024)
- NAIC Practical Guides and Learning Hub
- eSafety Tech Trends and Challenges

FAMILY VIOLENCE PREVENTION

- MARAM: Multi Agency Risk Assessment and Management (Vic)
- Family Violence Protection Act 2008 (Victoria)
- Our Watch: Change the Story Framework (2021)
- National Plan to End Violence Against Women 2022-2032
- Safe and Equal MARAM Practice Guides

INTERNATIONAL LAW

- General Data Protection Regulation (GDPR)
- ISO/IEC 27001 Information Security Management

INCLUSION AND DISABILITY

- UN Convention on Rights of Persons with Disabilities (CRPD)
- Disability Discrimination Act 1992 (Australia)
- WCAG 2.2 Web Content Accessibility Guidelines
- Australian Government Digital Accessibility Toolkit
- Design Justice Network Principles

INDIGENOUS DATA SOVEREIGNTY

- CARE Principles for Indigenous Data Governance
- AIATSIS Code of Ethics

TECHNOLOGY-FACILITATED GENDER-BASED VIOLENCE

- eSafety Safety by Design: GBV Industry Guide (2024)
- eSafety Women in the Spotlight
- eSafety First Nations Family Safety