Within archaeological and ethnographic fieldwork, there is an established canon of ethical practice in relation to securing access, obtaining informed consent, guaranteeing confidentiality, and promoting the responsible publication of data. This set of norms, however, does not transfer directly over into ethical practice within virtual places, presenting researchers within those venues with new issues of appropriateness to consider. As digital archaeology grows, it is crucial to establish an ethical framework that works within the particular challenges of researching in virtual places and interacting with virtual communities. This talk will address the task of establishing that framework, while taking into account current discussions of digital archaeology as method, practice, and/or situated space.