

ARTIFICIAL INTELLIGENCE

AN ETHICAL STANCE

>>> artificial intelligence (ai) and its subset machine learning (ml) are altering how we do business and interact with our environment
they are transforming how we interact with one another too

>>> as regulators address the risks, it will be designers, builders and users who will ensure that ai and ml operate transparently
they must ensure it works fairly and ethically

>>> regulators want ai design and use to be based on common ethical principles
such principles are of equal importance and are interlinked

human rights

>>> systems must neither circumvent human rights nor be configured to deceive

ai and ml should be aids to decision-making

explainability

>>> working models need to be transparent and decisions explainable to those affected

humans must understand how results are reached

security

>>> systems must be protected against multifaceted attacks and malicious use

all vulnerabilities should be understood and monitored

harm

>>> ai should not cause harm but respect customers' rights and protect their interests

do not unfairly exclude customers from services

bias

>>> processes must be free from bias to protect groups against discrimination

the potential for bias should be monitored regularly

third parties

>>> firms using third-party apps must be able to validate app results independent of their providers

firms need to know what data the outcomes are based on

data

>>> data protection and quality must be secure and lawful and data processing accountable to humans

global data protection regulations must be complied with

oversight

>>> ai should be identifiable and designers, builders and users known and responsible for its operation

systems should be auditable and versions registered

