Fair use of AI and personal data standards

Introduction

In today's business landscape, integrating artificial intelligence (AI) brings numerous benefits, risks, and challenges. Understanding and addressing these risks, from data privacy concerns to algorithmic biases, is crucial for responsible and sustainable AI implementation.

What we will, and won't do, using personal data and AI

1. In our uses of personal data and AI, we will exceed what the law requires us to do. As well as complying with both the letter and the spirit of existing laws, we will take strive to give effect to following standards.

2. Our uses of personal data and AI are to be trustworthy, responsible, and reasonably transparent.

3. Transparency means that if we can't explain what we are doing, or how or why we are doing it, we shouldn't do it.

4. Trustworthiness, and being responsible, requires us to carefully evaluate each proposed use of personal data and AI to ensure that the use is reasonable, proportionate, appropriately supervised and controlled.

5. We will require other entities that assist us in analysing personal data, or using AI, to undertake a similar evaluation in relation to the services that they provide to assist us.

6. Our evaluation of the AI models and algorithmic data analytical systems that we use will include consideration of quality, fairness and reliability, including possible bias and mitigation of bias, of training data, input data and algorithmic systems and models.

7. To the extent that we use algorithmic systems or models made available to us by third parties, we will strive to ensure that those third parties have disclosed to us known limitations of those algorithmic systems or models.

8. We will only use algorithmic systems or models, where following evaluation and risk mitigation, we consider that is reasonable for us to do so, taking into account limitations advised to us by third parties, and other limitations that our evaluation may discover.

Keeping it real

9. Data analytics and AI should be used to improve society. We will not advance industry sectors or applications of data analytics or AI that are likely to cause serious harm to society or the environment. Appropriateness will be determined applying evolving community expectations as to moral and ethical standards and expectations of corporate social responsibility. We will be a leader, not a laggard, in applying corporate social responsibility.

10. We accept accountability for our outputs. All our outputs should meet any reasonable test as to what is fair, responsible, explainable and ethical, as well as being legal.

11. We will always think before we act about outcomes, as well as outputs: that is, we will consider how outputs may be applied or misapplied to affect outcomes upon humans and the environment.

12. We will be reliable data stewards, not just reliable data custodians. We will think carefully about what might go wrong, and do what we reasonably can to identify and mitigate risks of serious harm to society or the environment.

13. We won't 'ethics wash', or mouth platitudes. These standards are not slogans. We will develop and apply processes, tools and methodologies to ensure that we reliably give effect to these standards. Our processes will include monitoring uses and measuring outcomes against expectations, including through post-implementation reviews.

How we will do it

14. All our personnel are empowered and encouraged to express their view as to whether what they are being asked to do complies with these standards.

15. We will endeavour to identify and implement best practice and accepted standards from time to time. We recognise that there is no single source of truth as to what is fair, responsible, explainable and ethical.

16. Uses of advanced data analytics and AI are novel and evolving. We will be humble about our processes, tools and methodologies, alert to newly identified challenges and concerns, and work to continuously improve how we conduct business.