



Quantitas
SOLUTIONS

AI ethics framework

Ethical decisions and questions



1. Consequentialism:
Do benefits outweigh the harms?

2. Duty based ethics:
Is it allowed from a legal/social perspective?

3. Virtue based ethics:
Do we want this as a
company / as humans?



Permissible from an efficiency, legal and social
perspective

AI of our customers and partners should:

- ✓ Be socially beneficial
- ✓ Avoid creating or reinforcing unfair bias
- ✓ Be built and tested for safety
- ✓ Be accountable to people
- ✓ Incorporate privacy by design principles
- ✓ Uphold high standards of scientific excellence
- ✓ Be made available for uses that accord with these principles

- X Likely to cause overall harm
- X Principal purpose to direct injury
- X Purpose contravenes international law and human rights

Our customers and partners should not pursue applications