

Al ethics framework

Ethical decisions and questions





1. Consequentialism:

Do benefits outweigh the harms?

2. Duty based ethics:

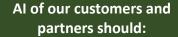
Is it allowed from a legal/social perspective?

3. Virtue based ethics:

Do we want this as a company / as humans?



Permissible from an efficiency, legal and social perspective



- ✓ 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