

AI ETHICAL PRINCIPLES

FINDING THE ESSENTIAL

What are the most relevant AI ethical questions for your business?

For example:

- Safety
 - Privacy
 - Accountability issues
 - Accuracy of the data and algorithms
 - Bias
 - Explainability
- Think through examples : In what kind of situations data & algorithms are used and challenges may arise? Who deals with these challenges? In your own organization or perhaps in the work of vendor or dealer.

IDEATING THE PRINCIPLES

What kind of principles could help to deal with the questions ?

Again, think through examples that could happen now or near future.

Ideate freely by for example using post-it notes – one principle idea per post it.

Everybody presents their ideas after which it is a good idea to group similar ones together and discuss which ones belong together – add to each other's ideas: " Yes, and..."

Leave critique to the next phase

REFLECTING AND IMPROVING

Discuss (in groups) which of the principles you find most important and applicable? How could you improve them further? Should some of them be combined or separated? At this point it is good idea to revisit outside examples and information to spot if you missed something relevant.

If you had groups present your thoughts to other groups and agree on first set of principles to be validated. Think about which stakeholders should give their feedback in the validation phase.