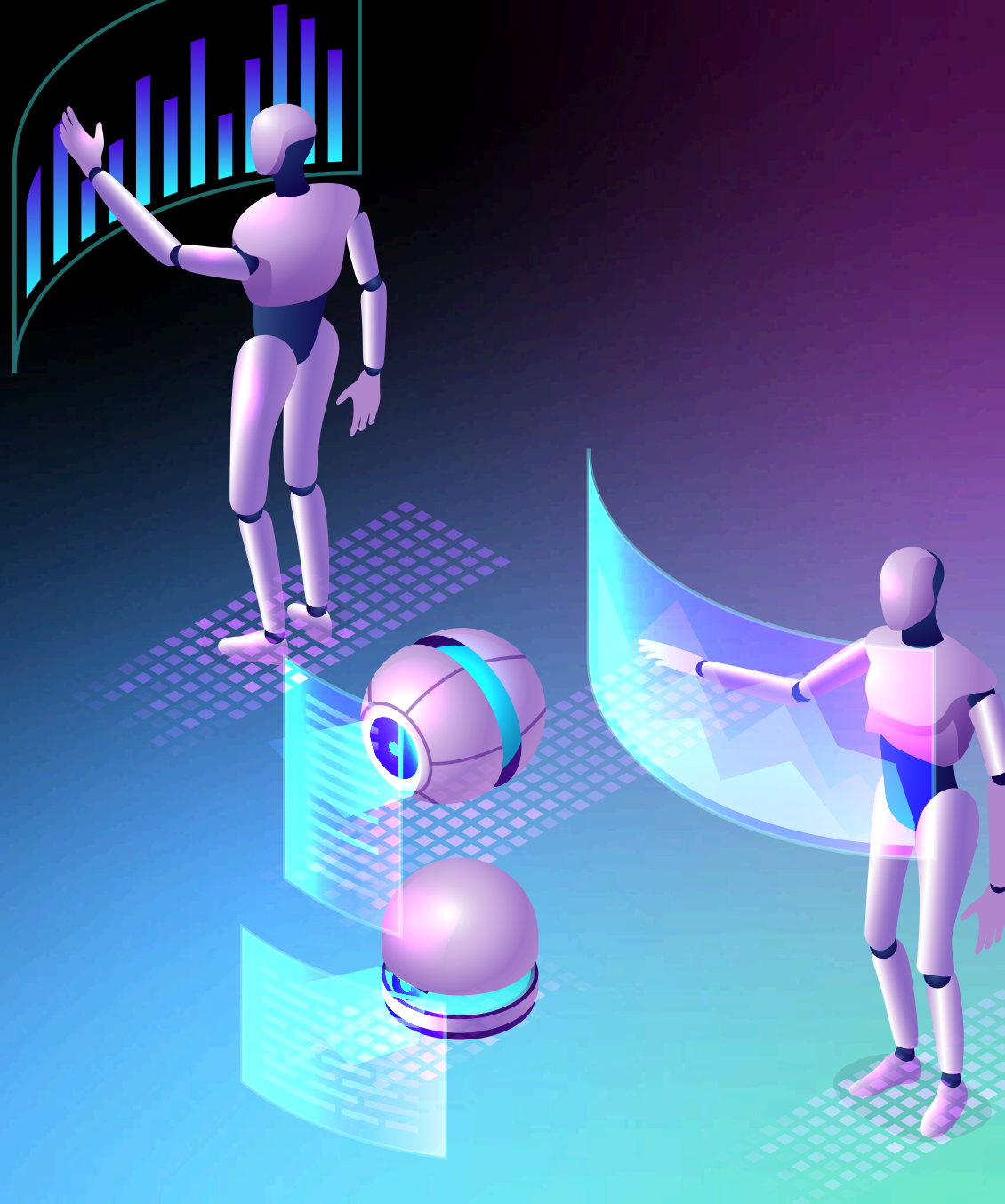


# AI ETHICS CODE

Building trust together

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# What is AI ethics?



AI ethics – a uniform system of guiding principles and rules designed to create an environment of trusted development of AI technologies

AI has become an integral part of modern products and services, so there is a need to develop principles of AI ethics

## Important!

The principles of AI ethics refer to the application of AI technologies by humans, not to the ethics of computers or algorithms

# Are ethical problems already arising? Yes, they are



## Employment

The AI-based **recruiting tool** discriminated against women. Around 60% of the candidates selected by AI were males, due to patterns in the historical data on the historical recruitment of a particular developer



## Transport

The European Commission published a report by an independent group of experts on the ethics of connected and automated vehicles



## Healthcare

The AI system that determines which of the patients need additional medical care, began to make decisions, primarily based on the level of the patient's financial situation



## Public governance

An experimental AI system in law enforcement prompted erroneous decisions in relation to specific social groups



## Education

The AI system taught at an **university** for six months, but none of the students realized that they were interacting with an AI

# The White Paper of AI Ethics

The White Paper Ethics in AI is a detailed and carefully structured overview of the most pressing ethical issues arising in the development of artificial intelligence. The authors offer readers an in-depth analysis of current AI technologies and reveal how their development affects moral and social aspects.

**The book provides answers to the most pressing ethical questions** related to artificial intelligence, as well as research on the topic and practical recommendations for minimizing ethical risks.

More than **80 experts** are involved in the development of the White Paper on AI Ethics.

## THE WHITE PAPER

of ethics in **artificial  
intelligence**

**NOVA**  
CREATIVE GROUP  
Moscow  
2024

42  
answers  
to popular  
questions  
about AI



# How does it work abroad?



AI Ethics principles are being researched and implemented all over the world today

The principles of AI ethics are adopted at different levels:

International organizations



UNESCO

**193 countries** with the active participation of Russia adopted the first world Recommendation on the ethics of AI In 2021

Governments



and others

**More than 10** states have published national principles of AI ethics

Enterprises



**More than 30** of the world's leading developers have released corporate principles of AI ethics

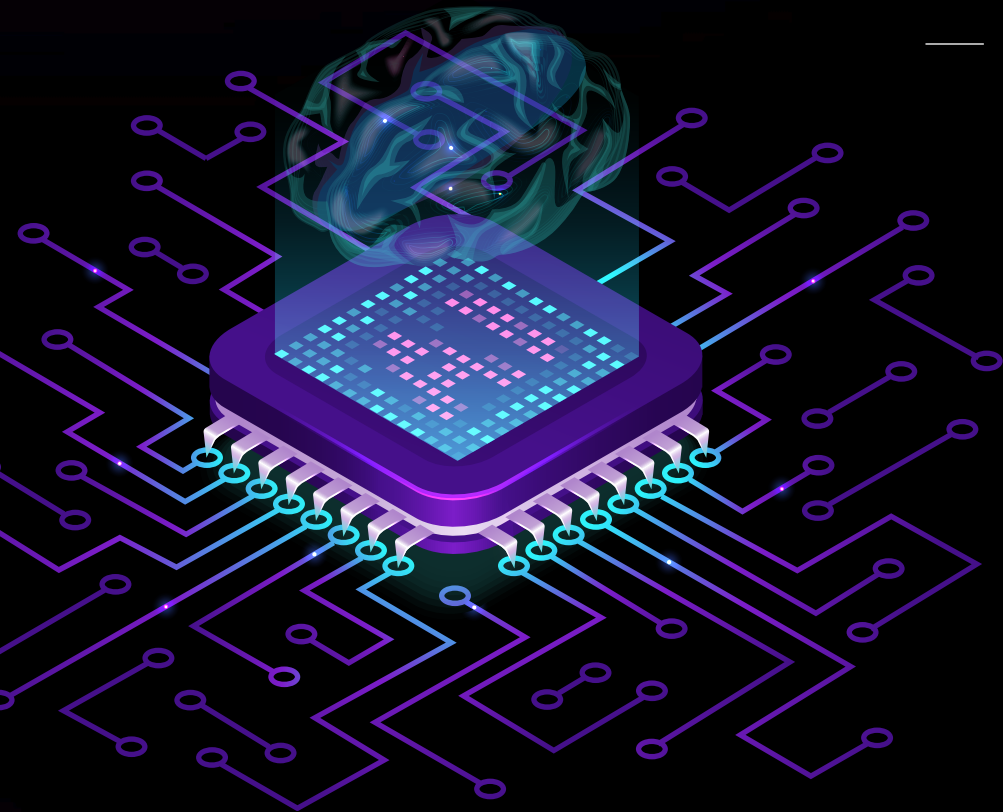
NPOs and private groups



**More than 1000** initiatives in the field of AI ethics have been created by experts and NPOs

The AI Ethics Code was created taking into consideration all global trends

# What is the AI Ethics Code?



— This is a uniform system of guiding principles and rules designed to create an environment of trusted development of AI technologies

## Important!

The Code does not define the ethics of AI. It helps to organize the relations between people and companies concerning development of AI

- State regulation is balanced by **soft law** instruments
- The document has a **nonbinding nature**
- Adherence to the Code is **voluntary**
- The Code applies only to **civil developments**

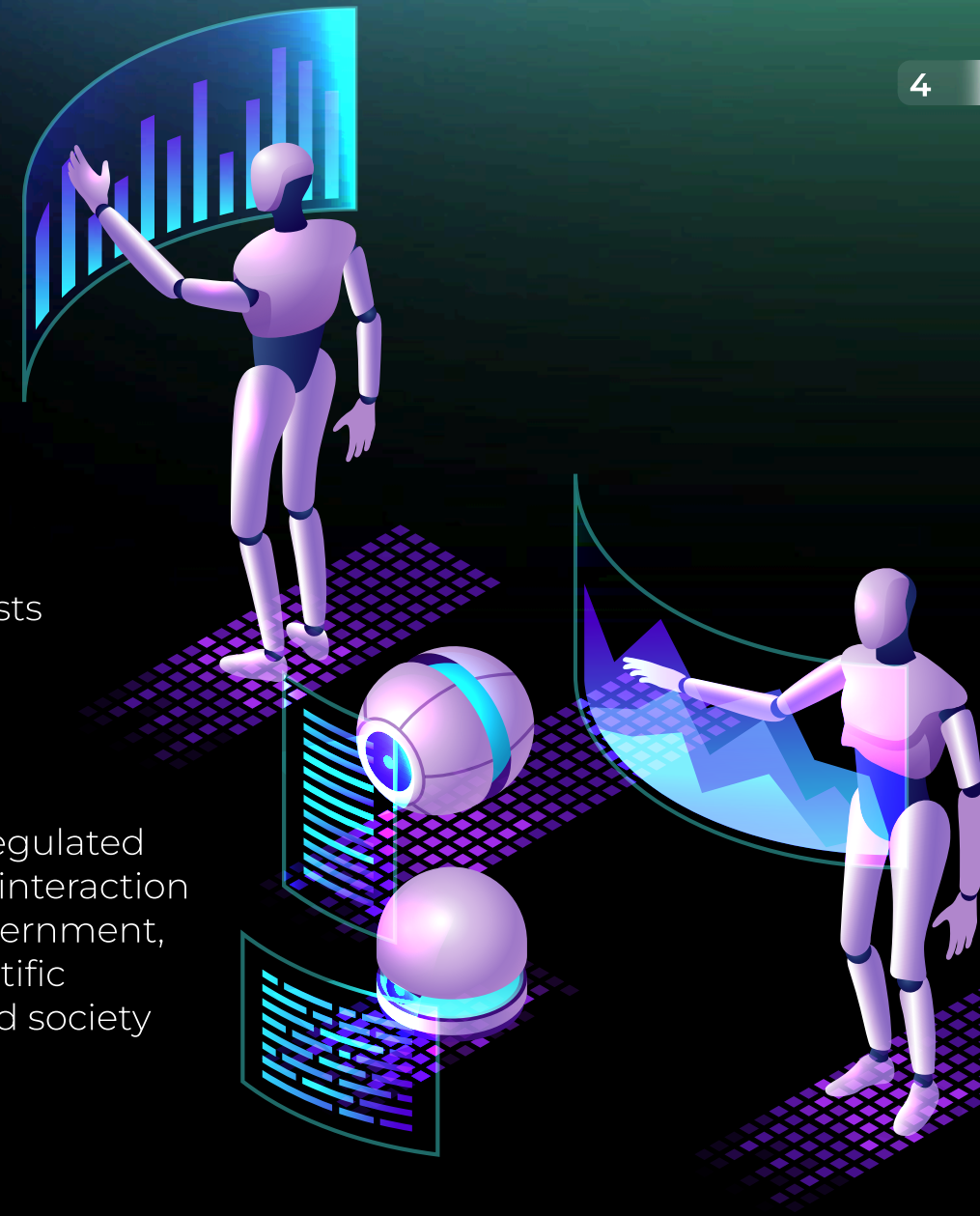
# Why is it needed?

**01** To provide with recommendations to enable making ethical decisions concerning the AI creation and exploitation

**02** To minimize unethical AI utilization that violates human rights and interests

**03** To establish a soft regulation of the AI application

**04** To create a self-regulated environment for interaction between the government, developers, scientific organizations and society on AI ethics







# Who created the Code?

The AI Ethics Code was developed with the support of the state by the AI Alliance (Yandex, MTS, VK, Sber, Gazprom Neft and the Russian Direct Investment Fund) along with the scientific community and public institutions

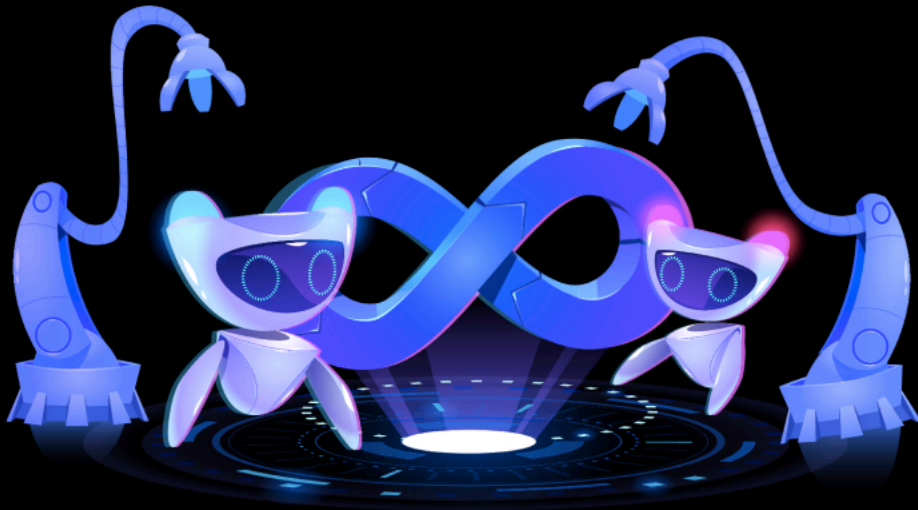
The Code was discussed with more than **1,000 experts** working for the:

## October 2021

The Code was launched and signed by the first participants at the Russian Forum on AI Ethics organized by the Analytical Center for the Government

# What does the Code consist of?

The content of the Code is based on **6 main principles** underlying the detailed recommendations:



- 01** The key priority of AI technologies development to protect of the interests and rights of human beings at large and every person in particular
- 02** Responsibility must be fully acknowledged when creating and using AI
- 03** Humans are always responsible for the consequences of AI systems application
- 04** AI technologies should be integrated where they will benefit people
- 05** Significance of interests of AI technologies development outweigh the interests of competition
- 06** It is crucial to maintain maximum transparency and reliability of information concerning the level of AI technologies development, their capabilities and risks

# Who has already joined?

Nowadays, more than **900** Russian and **50** international participants of AI market have joined the AI Ethics Code

-  Business
-  Public authorities
-  Representatives of science
-  NGO representatives
-  Startups





# How is the Code implemented?



- AI Actors appoint [officers on AI ethics](#) who are responsible for the implementation of the Code
- AI Actors can create [ethics commissions](#) in the field of AI to consider the most relevant or controversial issues
- AI Actors can create a [set of best and/or worst practices](#) of solving emerging ethical issues
- For the implementation of the Code, AI Actors develop [methods and guidelines](#) to ensure the most effective observance of the Code
- The register of AI Actors who joined the Code is public and freely accessible on the [project's site](#)

# AI Ethics Officers



- Each organization that has signed the Code appoints a [Commissioner for AI Ethics](#)
- Thus, we have formed a [large-scale community](#) of AI ethics experts
- Interaction with the signatories is carried out through the activities of the [Commission for AI Ethics Code](#) and [working groups](#)
- Meetings of Commissioners and webinars on current topics on AI ethics are regularly held

# Commission for AI Ethics Code

## Objectives:

- Implementation of the provisions of the Code and the organization of monitoring the effectiveness of its implementation in the activities of AI Actors
- Interaction and exchange of experience on the ethics of artificial intelligence
- Development of proposals on topical issues of artificial intelligence development related to ethical aspects

## Powers of the Commission:

- Consideration of applications for accession to the Code
- Creation and organization of Working Groups
- Sending requests for information to the signatories of the Code
- Preparation of recommendations on the development of regulatory mechanisms in the field of AI
- Submission of proposals and participation in international AI activities

## Term of office:

- Head of the Commission and members - 2 years
- A member of the Commission, including the Head of, may be re-elected an unlimited number of times

## Structure:

- Head of the Commission
- Heads of Working Groups
- Members of the Commission
- External observers who are not signatories

# Working groups

- Working groups are created by a common decision of the Commission members and / or a decision of the authorized officers for AI Ethics
- Working groups can be formed from representatives of members and other interested parties (observers)

1.

Working Group on Developing and Monitoring the Methodology of Risk Assessment and Humanitarian Impact of AI Systems

2.

Working Group on Establishing a Set of Best Practices for Addressing Emerging Ethical Issues in the AI Lifecycle

3.

Working Group on Assessing the Effectiveness of the Code Implementation

4.

Working Group on AI Ethics in Justice

5.

Working Group on AI ethics in the medical field

6.

Working Group on AI ethics in the educational field

# What exactly will I get after joining?

01

You will be included in the official register of organizations who have joined the Code

02

You will have an opportunity to put forward ethical problems and find solutions

03

You will be able to participate in the implementation of the Code, develop guidelines and summarize best practices

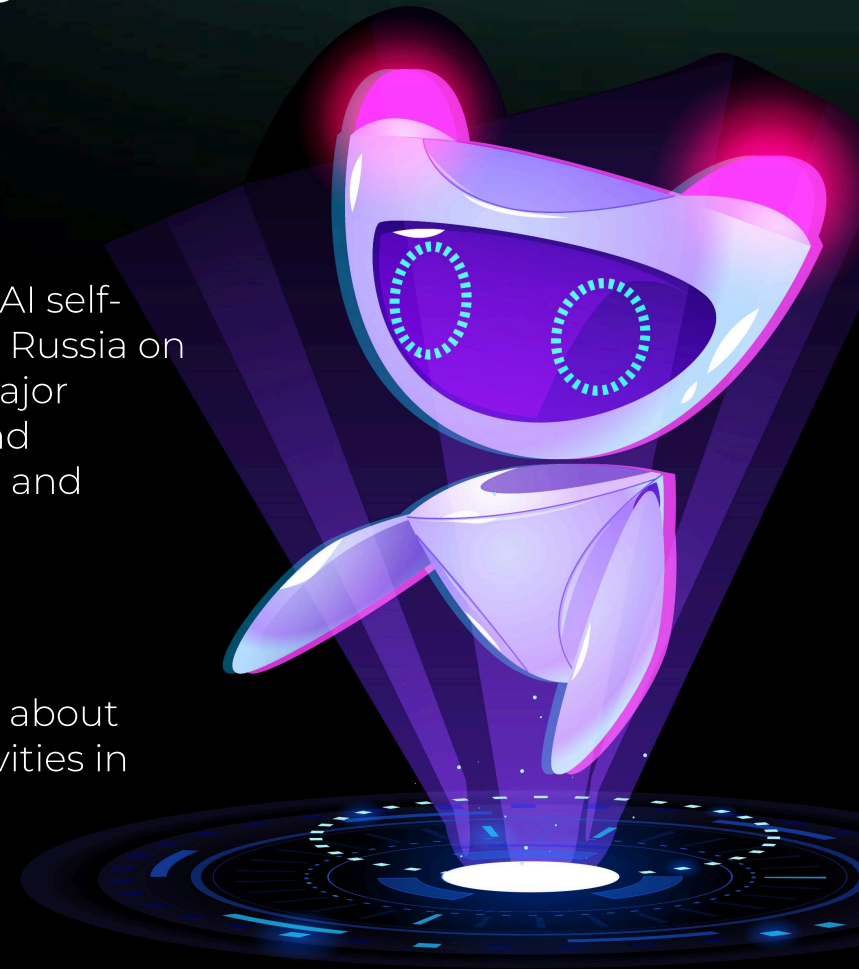
04

You will join the largest AI self-regulation institution in Russia on equal terms with the major companies, scientific and educational institutions and government

05

You will be able to learn about current events and activities in the field of AI

**You will be able to hear and to be heard**





# Where can I find the full text of the Code?



The text is available on the website of the AI Alliance



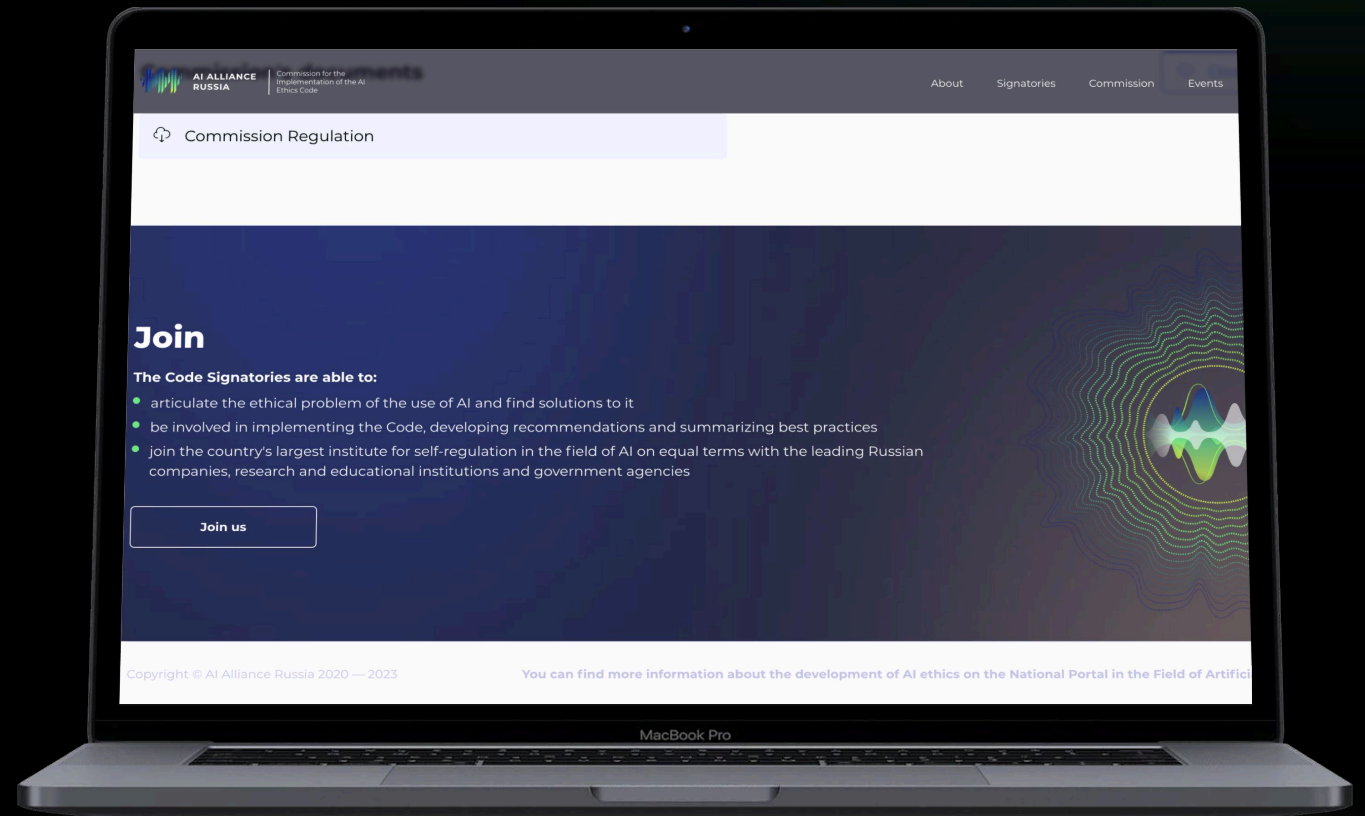


# How can I join the AI Ethics Code ?

Write to an e-mail about your intention to:  
[SAntFokina@sberbank.ru](mailto:SAntFokina@sberbank.ru)

**OR**

You can join the Code by  
filling the form on the  
[website](#)



You can send all your questions and suggestions to the email address, which is also available by QR code:



✉ [info@a-ai.ru](mailto:info@a-ai.ru)

Building trust together

