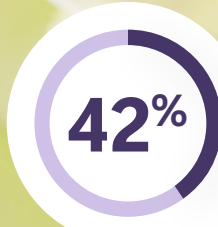


Build trust with responsible AI

AI presents a powerful opportunity to drive revenue and efficiency—but forward-thinking business leaders are mindful of possible risks. Discover how the responsible AI principles help you plan an approach to mitigate concerns, foster trust, and unlock the full potential of AI.



of business leaders said they were “equally concerned and excited” about AI.

Source: “[What Business Leaders Really Think About Generative AI](#),” INSEAD, April 11, 2024.



Privacy and security

Reduce the risk of breaches—and align to company values and local regulations around privacy and security—by implementing data permissions, governance, and threat protection tools.



Reliability and safety

Review AI system reliability and safety at purchase and via ongoing monitoring. Regular stress testing, maintenance, feedback, and evaluation help ensure tools perform as expected.



Accountability

Keep people at the center of AI solutions. Establish oversight and accountability to mitigate adverse impacts, ensure adequate controls, and better assess if tools are fit for purpose.



Inclusiveness

AI should be accessible to people of all abilities. Follow accessible design principles and comply with the European accessibility standard when creating or procuring any AI tool.



Transparency

Be open about how, when, and why AI is used. Clear communication with stakeholders and employees builds confidence and improves use of tools, while disclosure to customers increases trust.



Fairness

To promote fairness, assemble a diverse AI team, address stereotypes and statistical bias in datasets, and employ expert human review in decisions using AI to prevent biased outcomes.



Begin your responsible and secure AI journey today with our e-book, [Grow Your Business with AI You Can Trust](#).