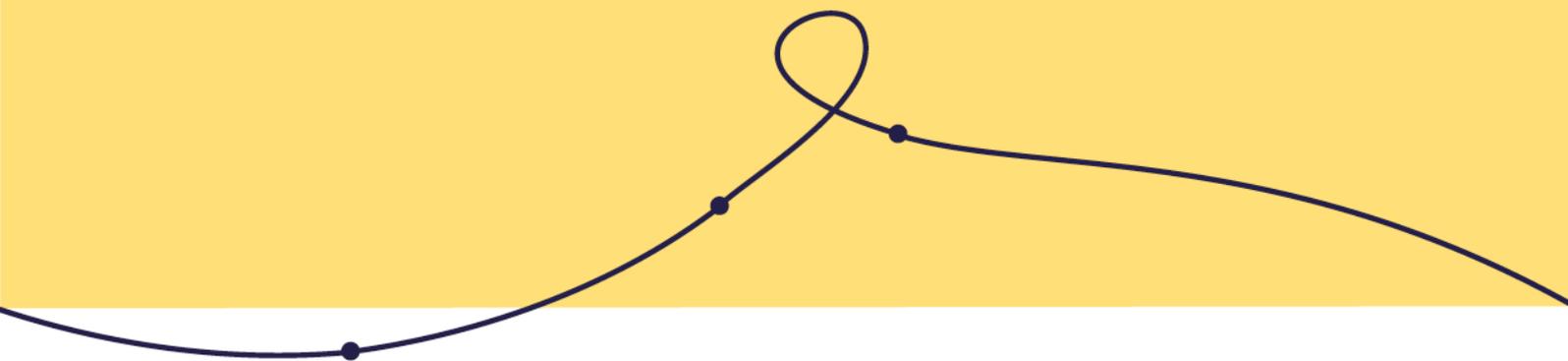NLdigital

**Ethical code**

# Artificial intelligence

## Introduction

Artificial Intelligence (AI) offers opportunities for solving societal and economic problems. We must take advantage of these opportunities. However, AI applications also entail ethical questions. Obviously, such innovations must be performed in a responsible manner. The ICT sector is aware of this and has drawn up this AI Ethical Code of Conduct as a guideline for and with its members.

The point of departure is that an AI solution rarely exists in isolation; it is generally the result of collaboration in the ecosystem comprised by the customer, the end user, ICT suppliers and underlying technology suppliers. Each of these parties has its own individual role and responsibility in the chain and is open to collaboration during the creation process. Even after delivery and while the application is in use, these parties are open to feedback regarding the behavior of the AI application.

The EU has drawn up a number of principles as well as a number of draft guidelines. NLdigital's Ethical Code is in accordance with these principles and guidelines and serves as a further deepening of these guidelines for the members of the sector.

**For the member companies of NLdigital, this means the following.** The member company:

1. is aware of and anticipates the influence that implementation of AI can have on public values, such as honesty, equity and inclusivity, as well as the principles of ease of explanation and use of (and rights to) the data.
2. makes it clear within the chain when a user is dealing with AI, as well as the responsibility that each party in the chain bears when applying AI.
3. is aware of and transparent regarding the state of the technique for AI and its technical possibilities, but is also aware of the technical limitations of applications and the necessity to communicate clearly regarding this. This leads (among other things) to minimizing undesired "bias" and to promoting inclusive representation.
4. provides insight into the data that is used by the AI application or offers the possibility for the other chain partners to acquire such insight.
5. provides the (technical) possibility for all parties who are directly involved to trace the recommendations or decisions made by its AI systems.
6. ensures that the behavior of the application can be actively monitored and that AI application users always have a means for providing feedback.
7. contributes to sharing knowledge and providing education about AI in general, within and outside the sector.
8. provides available information within the chain regarding:
   - the systems and the underlying use of the data,
   - the technology applied,
   - the learning curve for the system,
   - data usage outside the EU.

Given the rapid technological and societal developments, this code will be a living document, which will be reviewed annually and/or modified as the need arises.

Note: The above text is a translation. The original source text in Dutch is leading and is published here.