ETHICAL PRINCIPLES

FOR RESPONSIBLE USE OF AI

Aimed at those who work at, or on behalf of, SamCert AB and suppliers.

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With our experience and AI, we are building a sustainable future.

We develop our consulting service by using Microsoft Copilot for MS365. Learn more about responsible AI at Microsoft.

Our commitment to responsible use of AI

At SamCert AB, we are committed to promoting the responsible and ethical use of AI. We believe that AI can be a powerful catalyst for positive change, but only if it is used in a way that respects people's rights and protects their privacy.

Justice

We are aware of the risk of bias in AI systems and are taking active steps to counteract this. By carefully auditing our data sources and AI systems, we aim to to minimize bias and ensure fair treatment for all users.

Accountability

We take full responsibility for the use of our AI systems. If something goes wrong, we are ready to be accountable and take the necessary steps to rectify the situation. We also have processes in place to continuously monitor and improve the use of our systems.

Transparency

We believe in openness and transparency in everything we do. We are transparent about how we use AI and strive to provide our customers with a clear understanding of how we use AI systems and how it can impact their business.

Privacy and data security

We will ensure that our AI systems are protected against unauthorized access and data breaches. Personal data stored or collected by AI systems shall be handled in accordance with applicable data protection laws and other privacy requirements.

9 target areas - for responsible use of AI systems

According to ISO 42001:2023, B.9.3

1. Fairness: AI systems should be designed and used in a way that minimizes injustice and discrimination.

2. Accountability: Those who develop and use AI systems should be accountable for how these systems impact individuals and society.

3. Transparency: AI systems should be open and transparent. Users and stakeholders should be able to understand how decisions are made.

4. Explainability: AI systems should be able to explain their decisions in a way that is understandable to humans.

5. Reliability: AI systems should be reliable and perform as intended in a variety of conditions.

6. Safety: AI systems are expected not to lead to a state where human life, health, property, or the environment are at risk.

7. Robustness and redundancy: AI systems should be robust and able to handle errors and disruptions. Redundancy can mean having backup systems in place.

8. Privacy and information security: AI systems should respect users' privacy and protect their information from unauthorized access, use, or disclosure. When using AI systems based on machine learning methods, new security challenges should also be taken into account in addition to the traditional problems of information security and system security.

9. Accessibility: AI systems should be accessible and usable for everyone, regardless of their abilities or background.

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