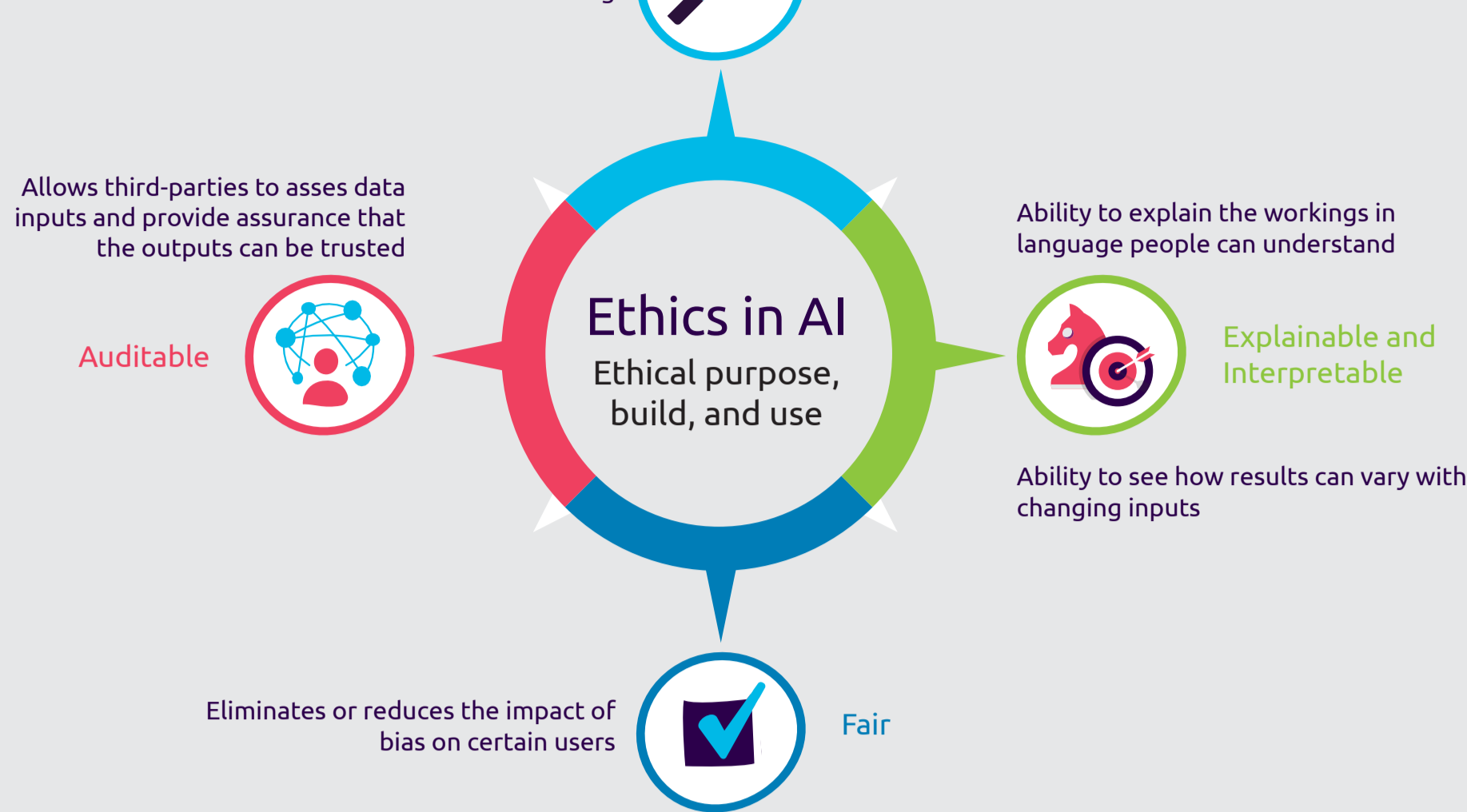


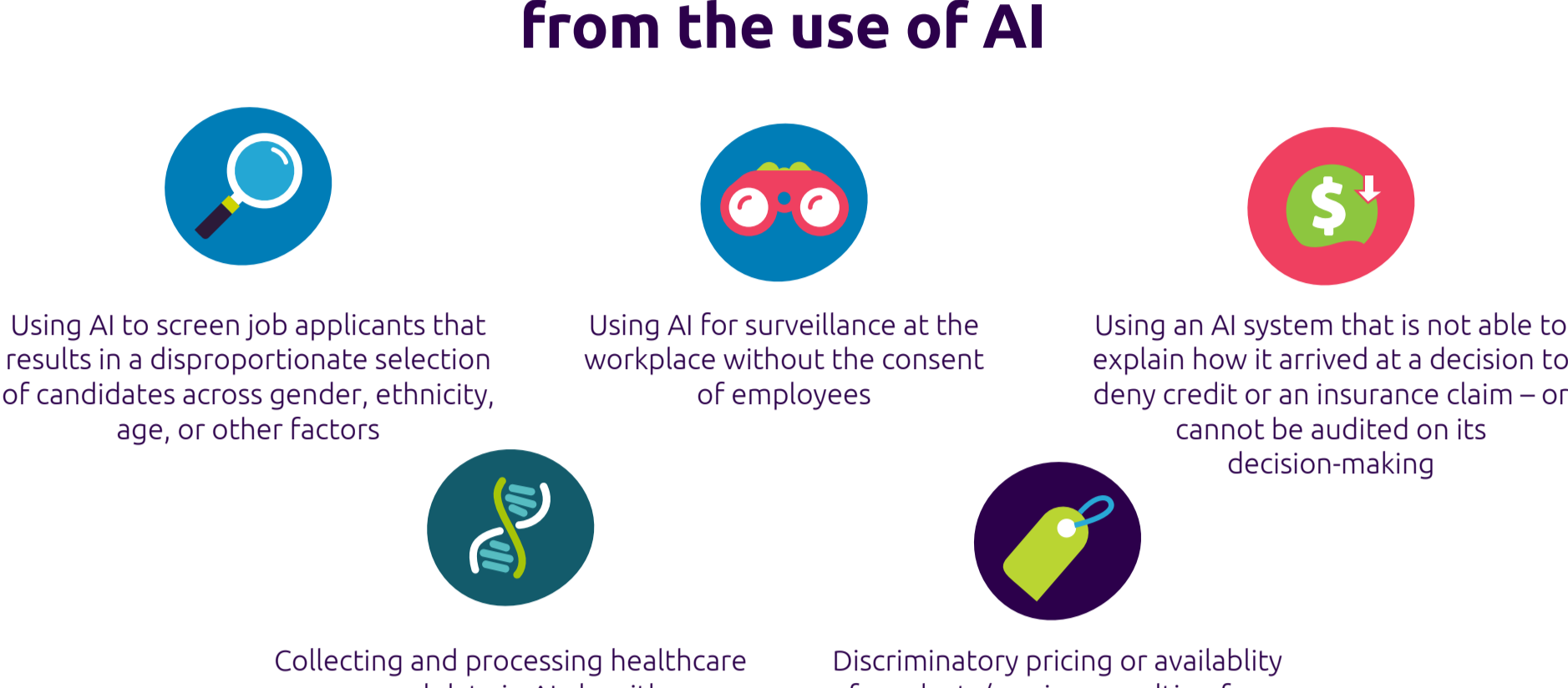
# Why addressing ethical questions in AI will benefit organizations



## What do we mean by ethics in AI?

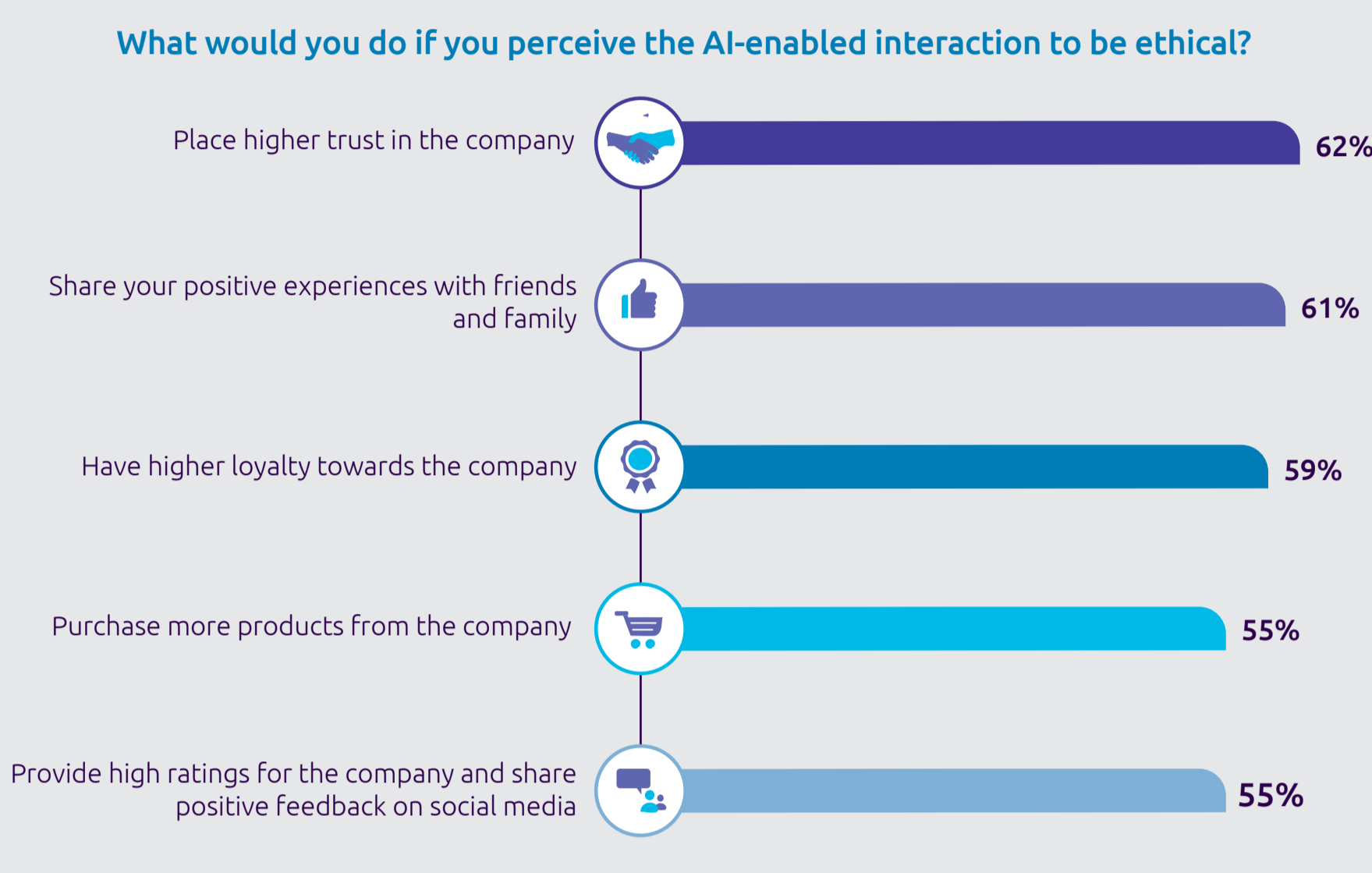


## Examples of ethical issues emerging from the use of AI



## Ethical AI interactions drive consumer trust and satisfaction

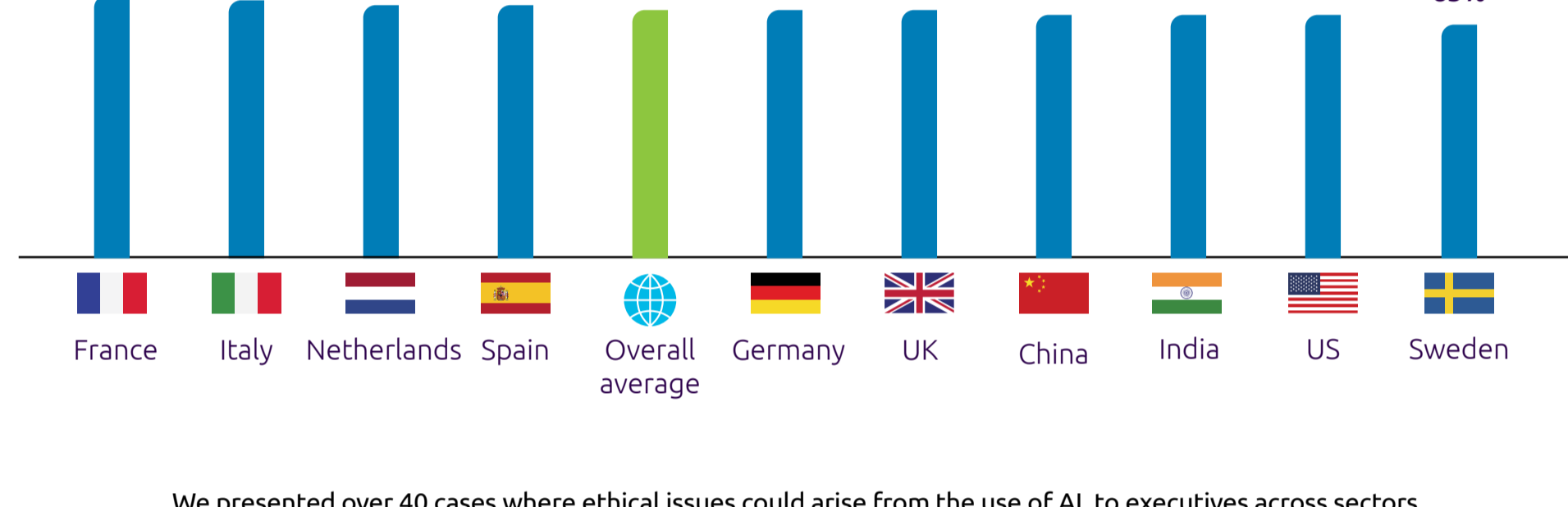
What would you do if you perceive the AI-enabled interaction to be ethical?



Source: Capgemini Research Institute, Ethics in AI consumer survey, N = 4,447 consumers.

## Nearly nine in ten organizations across countries have encountered ethical issues resulting from the use of AI

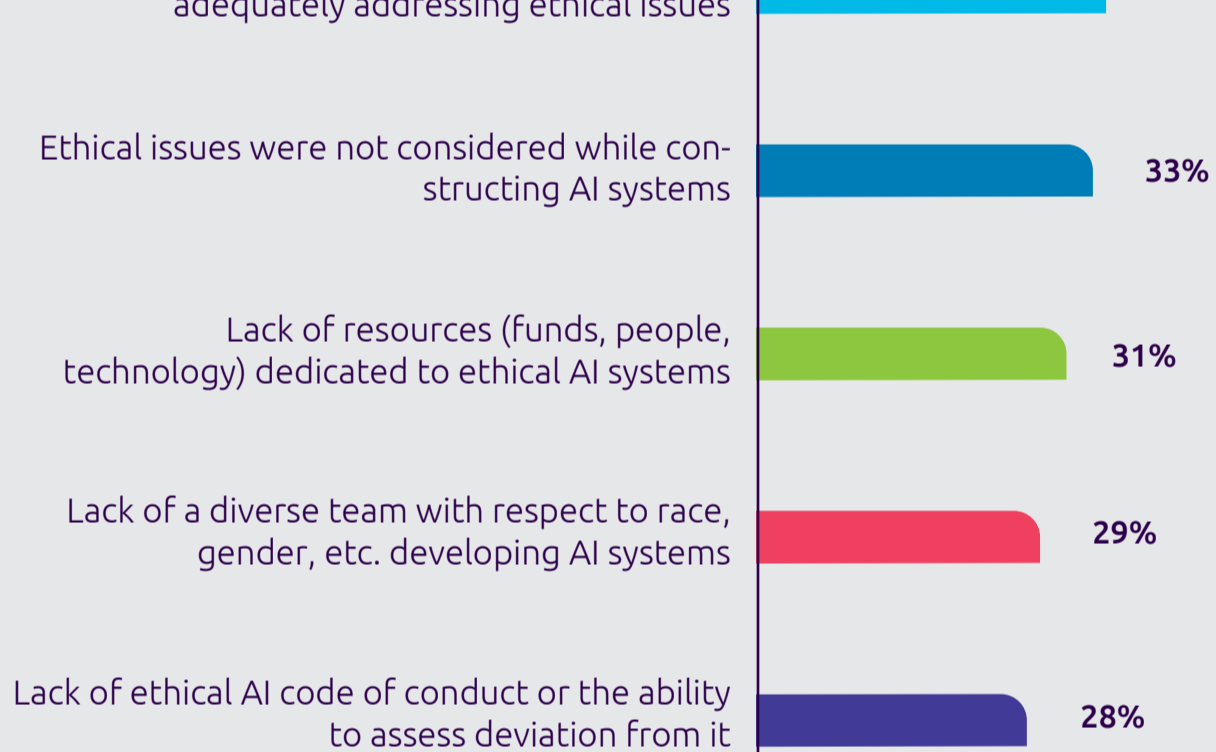
In the last 2-3 years, have the below issues resulting from the use and implementation of AI systems, been brought to your attention? (percentage of executives, by country)



We presented over 40 cases where ethical issues could arise from the use of AI, to executives across sectors. We asked them whether they encountered these issues in the last 2-3 years. Source: Capgemini Research Institute, Ethics in AI executive survey, N = 1,580 executives, 510 organizations

## The pressure to implement AI is fueling ethical issues

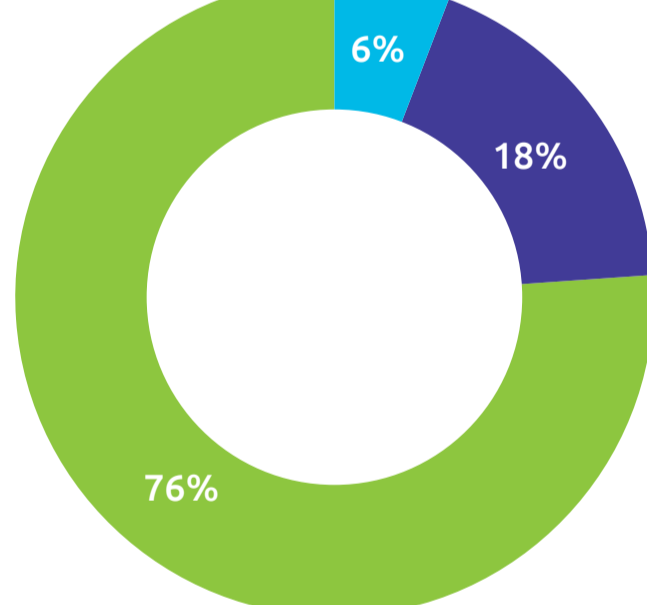
What were the top organizational reasons identified for bias, ethical concerns, or lack of transparency in AI systems? (percentage of executives who ranked the reason in top 3)



Source: Capgemini Research Institute, Ethics in AI executive and consumer survey, N = 1,580 executives, 510 organizations

## Consumers want regulations on the use of AI

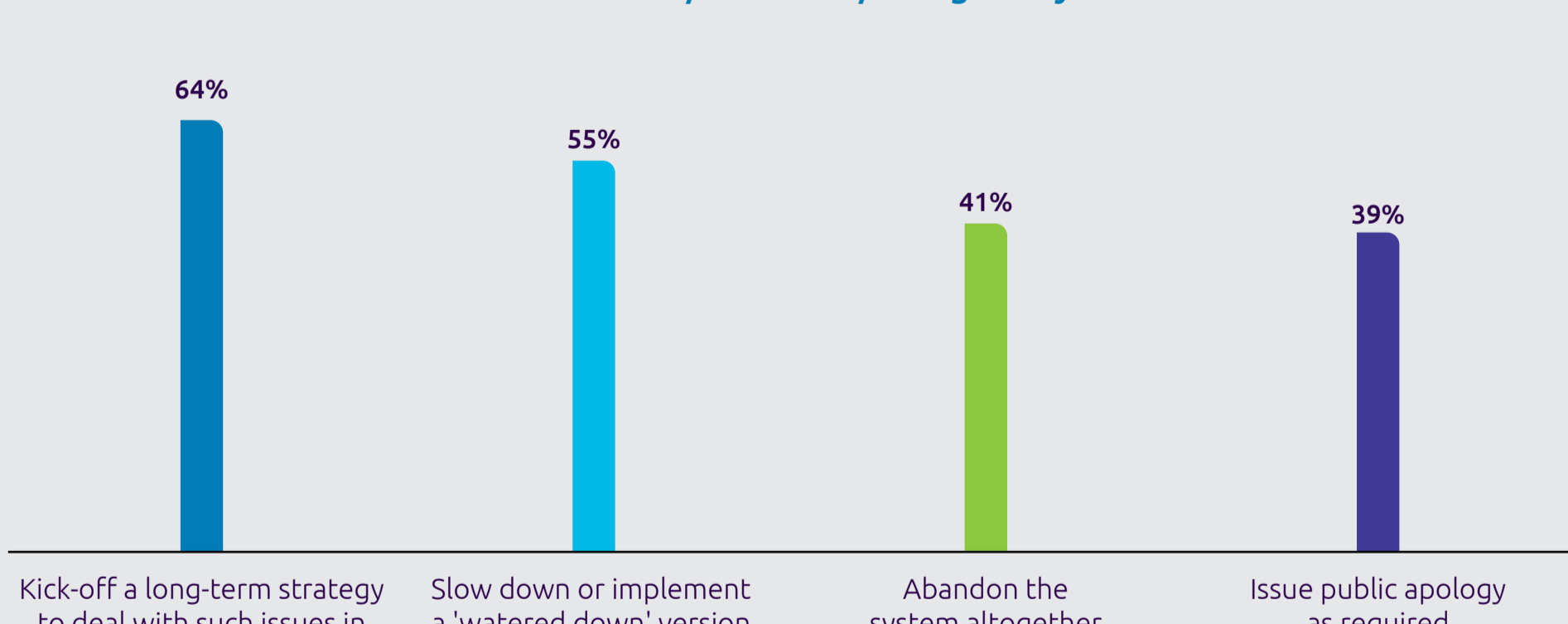
Do you think there should be a new law or regulation to regulate the use of AI by organizations?



Source: Capgemini Research Institute, Ethics in AI consumer survey, N = 4,447 consumers.

## Executives are starting to realize the importance of ethical AI and are taking action when ethical issues are raised

What did your organization do/likely to do with the AI system when ethics related concerns were/are raised/brought to your notice?



Source: Capgemini Research Institute, Ethics in AI executive survey, N = 1,580 executives, 510 organizations

## First steps to proactively address ethics in AI

### For CXOs, ethics and business leaders

- Lay down a strong foundation with a strategy and code of conduct for ethical AI
- Develop policies that define acceptable practices for the workforce
- Build awareness of ethical issues across the organization
- Create ethics governance structures and ensure accountability for AI systems
- Build diverse teams to inculcate sensitivity to ethical issues.



### For customer and employee facing teams such as HR and Marketing

- Ensure ethical usage of AI systems
- Educate and inform users to build trust in AI systems
- Empower users with more control and ability to seek recourse
- Proactively communicate on AI issues internally and externally to build trust.



### AI, data, and IT teams

- Make AI systems transparent and understandable to gain users' trust
- Practice good data management and mitigate potential biases in data
- Use technology tools to build ethics in AI



### Some organizations are taking the right steps to implement AI ethically

- GE Healthcare - workforce diversity and mature data practices**
  - Employs a diverse workforce in AI teams
  - Source data and specifies its usage terms
- Telefónica - wide application of ethics guidelines**
  - Enforce ethical guidelines for AI
  - Applying it across partners and providers
- Scotiabank - holistically improve AI outcomes**
  - Uses AI to improve outcomes for customers and the society as well
  - Monitors systems and sets accountability for ethical issues

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