

Ethical AI for start-ups

At a time when Artificial Intelligence is making headlines (and rapidly changing the way we work) the world over, Ethical AI for start-ups will enable start-ups and AI designers to make informed decisions, considering ethics and risks.

Al ethical principles

Australian Government, 2022

Human-centred values

Al systems should value human rights, diversity and autonomy of individuals

Accountability

Individuals accountable for the different stages of the Al system lifecycle should be identifiable and responsible for the outcomes of the Al systems. Human supervision of Al systems should be supported

Human, Societal & Environmental Wellbeing

Al systems should advance individuals, society and the environment

Reliability & Safety

Al systems should function reliably in line with their intended purpose

Fairness

Al systems should be accessible and inclusive. They should not implicate nor result in discrimination against individuals, groups or communities

Privacy Protection & Security

Al systems should uphold and respect privacy rights and data protection as well as safeguard data security

Transparency & Explainability

There should be transparency and timely responsible disclosure when an Al system significantly impacts

Contestability

There should be a suitable process to challenge the use or outcome of an AI system when it substantially impacts a person, group, community or environment







"Artificial intelligence is one of the most powerful tools that humanity has at its disposal right now. Harnessing its full potential will involve navigating with agility and awareness.

We're extremely proud of how this guide serves to ensure that systems are designed ethically to keep people at the heart of AI transformation and builds trust with customers"

Linda Brown

CEO/President, Torrens University EY Entrepreneur of the Year "This publication provides useful guidance to any entrepreneur keen to explore the enormous potential of ethical AI. Innovation applied in this frame will contribute to a bright and sustainable future."

The Australasian Society for Computers & Law (AUSCL) is delighted to support the launch and promotion of Transparent & Productive AI: Recommendations & Guidelines for Start-ups."

Marina Yasttreboff

President of Australasian Society for Computers + Law



To access our
Ethical AI for start-ups,
scan the QR code

Productive and transparent AI checklist

The guide includes an AI ethical checklist developed in consultation with Australian start-ups. It focusses on issues to consider when applying an ethical lens to new innovations in AI.

Key criteria	Questions to consider	Yes	No	Notes
Governance	 Transparent communication via available tools? Defined responsibility and accountability Aligned and focused organisational objectives and business strategies? Available transparent processes? Open to change and continuous improvement? 			
Investment	 Available external financial support and funding? Research and development (R&D) support? Available incentives from state or federal government? Budget for in-house and external trainings? 			
Transparency	Transparent information sharing though viable communication channels? Internal and external supportive environment to foster trust and goodwill? Traceability and explainability of communications and actions?			
Collaboration	 Have you found an available and supportive community AI? Government (federal and state) support for ethics? Academia (public, private, national and international) support? 			
Security & Privacy	 Abiding by internationa and national 'Codes of Ethics'? Accessibility to enhanced resources and training? Embracing consent, accountability and governance? Clear understanding of data accessibility, accuracy and protection? 			
Training	 Support of professional business and AI talent training? Access to digital skills' training program? Close conection to business community and the provided support? Available mentorshop? If not explore relevant mentoring programs 			
Awareness	Awareness via different channels (e.g seminars, conferences, worshops, newsletters, magazines, blogs, etc)?			
Sustainability	 Supporting human centred values? Supporting environmental centered values? Supporting economy centred values? 			

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