



Ethical AI

A MANIFESTO FOR ETHICAL AI

The commitment of the actors who design, develop, deploy and administer artificial intelligence solutions allied with the educators who provide job training in this field

THE ACTORS IN THE FRENCH DIGITAL ECOSYSTEM ARE COMMITTED TO TRUSTWORTHY AI

Artificial Intelligence (AI) promises so much: to help us meet the great societal and environmental challenges ahead, to optimise the way companies operate, to take the strain and discomfort out of certain activities, to do more for our customers, to make diagnoses faster and better, to make our daily lives easier, etc.

But the excesses of some AI systems or the physical injuries caused by others have exacerbated **mistrust among users who are now asking themselves** whether the designers of AI systems are able to control their creations. Certain technologies - especially more the recent ones known as deep learning – may arouse fears and legitimate questions from the public.

To avoid this wariness turning into a knee-jerk rejection which would obliterate all the potential benefits of these technologies at the same time, **we need to rethink the way we design AI solutions**, in order to meet expectations in terms of providing trusted solutions and committing to responsible use of digital technologies.

From now on we have to **want systems** that are not only effective, but also **ethical**, that is to say designed and operated in such a way as to ensure that their use and effects do no harm to either the dignity or the integrity of human beings. They must also respect fundamental rights, such as the right to privacy, fair treatment and the freedom to act and make decisions.

Of course wanting ethical AI solutions is not enough: **we now have to change practices** at every level (training, design, development, deployment, etc.) to act more efficiently and as part of a process of continuous improvement.

CONCRETE, PUBLIC COMMITMENTS AN APPROACH CENTRED ON CONTINUOUS PROGRESS

As a signatory of this Manifesto for Ethical AI, I therefore undertake:

1. **to implement the methodology and**, whenever they are applicable, **the recommendations in the Practical Guide to Ethical AI** published by Numeum and co-constructed with representatives of the AI ecosystem in France;
2. **to value and promote the ethical dimension of the AI solutions** that my organisation designs/and or deploys and/or administers and/or for which it provides training;
3. **to contribute to the improvement of the state of the art** of AI ethics, in particular by having a representative of my organisation participate in revising and enhancing the aforementioned guide. This work will be based on the information shared by the members of the collective of signatories of the Manifesto, e.g. feedback, theoretical developments, etc.