Digia Plc

ETHICAL PRINCIPLES FOR UTILISING ARTIFICIAL INTELLIGENCE

digia

Digia was involved in the ethics challenge of the Ministry of Economic Affairs and Employment of Finland's Artificial Intelligence Programme in which companies commit to formulating ethical principles for the utilisation of artificial intelligence.

The utilisation of artificial intelligence in companies and society is increasing rapidly. The rapid development also raises fears and uncertainties concerning, for example, the fairness of the decisions made by artificial intelligence or the reliability of algorithms. That is why the Artificial Intelligence Programme draws attention to the ethics of artificial intelligence by challenging companies to get involved in the consideration of ethical principles.

Digia's principles for the ethical utilisation of artificial intelligence are:

1   Openness and responsibility

We enable the assessment of the artificial intelligence we have developed by describing, together with our customers, what is the aim of the algorithms, what kind of material is collected and why.

2   Transparency

We are transparent in utilising artificial intelligence and enable the same for our customers. We support our customers in, among other things, determining the accuracy of the data on which artificial intelligence is based, tracing the grounds for decision-making and creating rules for the utilisation of artificial intelligence.

The rules can determine, for example, when artificial intelligence makes the actual decision and when it only supports people in decision-making with recommendations.

3   Assessability of impacts

We support our customers in the responsible utilisation of artificial intelligence and highlight the impact of choices related to our work.

4   Respect for privacy

We safeguard the privacy and personal data protection of the individuals represented in the data at our disposal in accordance with the information protection principles of our customer companies, partners and Digia as well as in compliance with the law.

By adhering to these principles, we support our customers in developing decision-making based on artificial intelligence so that it

- does not threaten anyone's health or safety, individual data security and privacy protection
- does not strengthen the structural inequalities in society
- does not otherwise cause injustice, harm or suffering to individuals or groups of people.