Responsible AI

Purpose

This policy establishes our commitment to the responsible and ethical development, procurement, operation and use of artificial intelligence (AI) for the benefit of our people, our clients and the communities we serve.

Commitment

We are passionate about leveraging technologies, including AI, to drive better outcomes for our people, our clients, and the communities in which we operate. We also recognise the growing global focus and importance of responsible AI.

We are committed to meeting applicable legal and regulatory obligations governing the use of AI in the jurisdictions where we operate.

We are also committed to ensuring our use of AI systems is aligned with Our Code, our PRIDE values and our Group policies.

Responsibility

An executive board director is responsible for this statement and promoting best practice in relation to the adoption of AI technology and capabilities.

We have established an AI leadership team who are accountable for the effective implementation and maintenance of our AI governance framework.

The Group AI governance lead is responsible for monitoring AI risks across our business, as well as monitoring and confirming adherence to our AI governance framework and applicable laws and regulations.

All staff must comply with the requirements of our AI governance framework and, where appropriate, complete responsible AI training on an annual basis.

Principles

We have adopted a set of responsible AI principles aligned with those of the Organisation for Economic Co-operation & Development:

Human-centred values and fairness – our AI systems must be developed and used in a way that is consistent with human-centred values including equality, fairness, privacy and data protection, and the rule of law.

Inclusivity and sustainability – our development and use of AI systems must support the delivery of beneficial outcomes and prosperity for people and planet as a priority.

Transparency – we are transparent about the use of AI systems. We can provide meaningful information that helps individuals understand how it operates (and how it has been developed, trained and deployed), so that they can make informed choices.

We ensure that any processes and decisions associated with our AI systems are transparent, understandable, and can be challenged and validated by humans.

Reliability – we ensure that our AI systems consistently perform as intended, delivering accurate and dependable results under a range of different conditions.

Security and safety – we ensure that our AI systems can withstand or overcome adverse conditions (including digital security risks) and that they do not pose unreasonable safety risks (including to physical security) during their normal or foreseeable use.

Accountability – we ensure the proper functioning (throughout their lifecycle) of the AI systems we design, develop, operate or deploy, in accordance with any applicable regulatory

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frameworks, and demonstrate this through our actions and decision making processes.

Approach

Staff are required to adhere to our responsible AI principles when developing, procuring, operating and using AI systems for our own business purposes or when delivering work for our clients and their stakeholders.

We ensure that there are appropriate levels of human oversight and accountability for the development, procurement, operation and use of AI systems and associated outputs.

We regularly review and update the different elements that constitute our AI governance

framework to maintain the quality and operational effectiveness of our approach.

This policy is reviewed on an annual basis to confirm that it remains in line with regulatory, technical and ethical evolutions in the AI landscape.

James Harris
Executive chair