1.4 Alethia Framework TM

The Alethia Framework as a new standard of ethics and trustworthiness in artificial intelligence has been attached for further details. It includes across 32 facets of societal impact, governance and trust, and transparency and requires executives and boards to provide evidence that has been rigorously considered. Some of the basic information from this framework is summarized as follows:

* Social Impact: Social network analysis along with the AI model will be utilized as a tool for customer analysis in the marketing strategy of Huawei. AI model with social media analysis help the Huawei company grow the business and evaluate the impact of marketing campaigns as well as understand their target audience. This social network analysis aligned with overall strategic direction is considered as a technique to identify influencers who use Facebook on daily basis.
* Accuracy/Trust: The validity/accuracy test should be coordinated with different business units and the overall strategic goals. Additional bias should be avoided by implementing stricter procedures and including more data.
* Governance: As this network data was collected by crawling the social media platform i.e. Facebook pages, no or a low volume of personal data is involved because Web APIs extract the Facebook posts and comments. However, authorizations, consent should be acquired from users when sensitive data and information is gathered.