**ETHICS OF AI**

**Technically speaking AI Ethics is the system of moral principals and techniques intended to inform the development and responsible use of artificial intelligence technology.As AI has become integral to products and services, organisations are starting to develop AI codes of ethics.The term artificial intelligence seem so futuristic and mystifying but what if we say it’s already a part of our daily life.No matter where we are in life AI has impacted our daily lives from automated customer interactions improved personalised shopping experiences and operational automation ai can be implemented seamlessly to improve our way of living.AI has proven to streamline businesses, client experience, boosting productivity and thus increasing revenue whilst all this talk about AI may seem new and exciting, it also raises a concern regarding its ethics if AI is not employed properly it could cause harm, damage reputation or contain legal risks.**

**Technology itself is neutral and it is important for people and organisations to understand and be accountable to the risks involved in AI application and implementation.The development of AI must be human centric with fair outcomes ultimately aiming to enhance our quality of life.It must also be transparent and explainable where the purpose of the AI program is clearly stated and easy for users to understand thus professionals in AI ethics have built a comprehensive, authoritative book called the body of knowledge (BOK).It aims to serve as a guide hat defines what is considered ethical implementation in the field of AI technology.Ultimately AI as with any tool or entity, when used reliably and honestly can help improve our lives while building a dependable platform for which we as a society can build our future upon, that is why it important that we focus on understanding AI ethics and implementing it in a principled manner.**