TrueScan AI

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Vision Statement

The purpose of TrueScan AI is to provide users with a reliable and trustworthy AI tool that highlights the factual accuracy of the news media they read on social media platforms. The main values that we follow at this company are integrity, transparency, and accountability. These are the three main pillars that our product, TrueScan AI, stands on so that users can trust our results without worrying about whether the information the AI states also has to be fact checked.

Ethics Policy - Core Items

- Truth & Evidence
- Privacy & Data Minimization
- Fairness & Bias Mitigation
- Transparency & Contestability
- Accountability & Governance

Cultural Policy - Core Values

- Integrity
- Transparency
- Fairness
- User Empowerment
- Accountability

Ethics Board Member

Angie Drobnic Holan

- Former Editor-in-Chief of PolitiFact
- Director of International Fact-Checking Network
- Has overseen hundreds of investigations, U.S. election cycles, public health misinformation, and international claims

OKR

TrueScan AI will provide accurate and reliable information to users when analyzing articles

- **Metric:** Launch a public beta version of TrueScan AI that achieves at least 85% factual accuracy in detecting misinformation across 1,000 user-submitted articles
- **Ethical Impact:** Making sure that any data used to train our model is ethically sourced and full credit is given for any sources we use
- **Ethical Safeguard:** Ensure that our model only makes a statement about the veracity of information in an article if it can provide a source for that statement