Ethical Manifesto

Acknowledging

..that Facial Recognition Technology (FRT) can and will produce errors and biases

..that the potential for misuse of FRT is huge and can severely inflict on human rights of individuals or minorities

..that A.I. can be smart, but needs human control and transparency.

Our responsibility

AVA-X believes that the technology sector has a responsibility to ensure that the development of artificial intelligence is guided by certain principles in order to create public confidence in the underlying technology and its applications. If the technology sector cannot gain this trust, the potential of AI for individuals, businesses and societies will never be fully realized.
AVA-X therefore supports the creation of an ethical framework to ensure that AI is developed in a fair and responsible manner. Without such a framework, there is a risk that AI will not be developed and deployed for the benefit of all individuals.
Creating the right ethical framework requires cooperation and dialogue. We have established some principles that we believe could help to move the debate forward. We welcome others to join us in this effort.

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Ethical Manifesto

Our principles

Fairness

We develop and deploy facial recognition technology in a manner that strives to treat all people fairly.

Transparency

We document and clearly communicate the capabilities and limitations of facial recognition technology.

Accountability

We encourage and help our customers to deploy facial recognition technology in a manner that ensures an appropriate level of human control for uses that may affect people in consequential ways.

Non-discrimination

We prohibit in our terms of service the use of facial recognition technology to engage in unlawful discrimination. It is our highest goal to develop A.I. that has no ethnicity, gender or other biases.

Notice and consent

We encourage private sector customers to provide notice and secure consent for the deployment of facial recognition technology.

Lawful surveillance

We advocate for safeguards for people's democratic freedoms in law enforcement surveillance scenarios and will not deploy facial recognition technology in scenarios that we believe will put these freedoms at risk.

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