**Ethical AL**

Ethical AI refers to artificial intelligence that follows well-defined ethical guidelines regarding fundamental values such as individual rights, privacy, non-discrimination, and non-manipulation. Ethical AI prioritises ethical considerations in determining legitimate and illegitimate AI applications. To ensure that these guidelines are followed, organisations that use ethical AI have clearly stated policies and well-defined review processes.

Ethical AI is not limited to what is legally permissible. Legal limitations on the use of AI establish a minimum level of acceptability, whereas ethical AI establishes policies that go above and beyond legal requirements to ensure respect for fundamental human values. AI algorithms that effectively manipulate people – particularly teenagers – to engage in self-destructive behaviour, for example, may be legal, but they do not represent ethical AI.

**What is the Importance of Ethical AI?**

AI has the potential to be used for both good and bad. The advantages of ethical AI applications are numerous and significant. AI applications can assist organisations in operating more efficiently, producing cleaner products, reducing negative environmental impacts, increasing public safety, and improving human health. However, when used unethically – for example, for disinformation, deception, human abuse, or political suppression – AI can have serious negative consequences for individuals, the environment, and society.

In general, laws and regulations are insufficient to ensure the ethical use of AI. Individuals and organisations that use AI, as well as those who develop and provide AI tools and technology, have a responsibility to practise ethical AI. AI users and providers must take proactive steps to ensure that AI is used ethically. This obligation extends beyond issuing statements; specific policies that are actively enforced are required.

**Political reaction to ethical AI**

The United Kingdom is playing a critical role in the evolution of ethical AI. Former Prime Minister Theresa May has promised to establish a Centre for Data Ethics and Innovation to ensure that society is ready for data-driven technologies.

"From assisting us in dealing with the novel ethical issues raised by rapidly developing technologies such as artificial intelligence, to agreeing on best practises for data use and identifying potential new regulations, the Centre will lay out the measures required to build trust and enable innovation in data-driven technologies," May said. "Trust is the foundation of a strong economy, and trust in data is the foundation of a strong digital economy."

The European Commission published a set of guidelines for the ethical development of artificial intelligence in April 2021, the most important of which is the need for consistent human oversight.

**The business response to ethical AI**

Google was one of the first companies to pledge that its artificial intelligence (AI) will only be used ethically – that it will never be designed to be used as a weapon. Sundar Pichai, the company's CEO, stated that Google will not participate in AI-powered surveillance either. In response to widespread criticism over its relationship with the US government's weapon programme, Google published its own ethical code of conduct in June 2018.

Amazon, Google, Facebook, IBM, and Microsoft have joined forces to develop best practises for artificial intelligence, with a large part of that examining how AI should and can be used ethically, as well as sharing ideas on educating the public about the uses of AI and other issues surrounding the technology.