**AI Trustworthiness Pledge**

As an Australian business committed to the responsible use and/or development of artificial intelligence (AI), we pledge to uphold the highest standards of ethics, transparency, and accountability. Whether we are deploying AI tools or actively developing AI technologies, we affirm our dedication to the following principles:

**1. Ethical AI Practices**

We will ensure that AI technologies we use or develop are aligned with ethical standards and societal values. We commit to using AI to enhance well-being, reduce harm, and foster a fair and inclusive society, promoting responsible innovation across all sectors.

**2. Transparency in AI Operations**

We will provide clear, accessible information about the operation of AI systems, including how they function, the data they rely on, and their decision-making processes. Whether in development or use, we commit to ensuring that stakeholders and users can understand and trust the AI systems we engage with.

**3. Data Privacy and Security**

We will protect the privacy and security of all data handled by AI systems, adhering to Australian laws, including the Privacy Act 1988, and ensuring that the highest standards of data protection are met. Whether using AI or developing it, we commit to safeguarding personal and sensitive information against misuse.

**4. Fairness and Bias Mitigation**

We will identify and address potential biases in AI systems, whether they are being used in our business processes or developed by our organisation. We will actively work to prevent discrimination and ensure that our AI technologies promote fairness and equality across all areas of their application.

**5. Accountability for AI Impacts**

We accept full responsibility for the impacts of the AI systems we develop or use. We commit to maintaining clear lines of accountability, providing channels for feedback and issue resolution, and responding swiftly and transparently to any concerns raised by users or stakeholders.

**6. Regulatory Compliance**

We will comply with all relevant Australian laws, regulations, and industry standards that govern AI use and development. We will stay informed of new legal requirements and evolving regulatory frameworks, ensuring that our practices remain compliant as the AI landscape continues to evolve.

**7. Empowering Users**

We will empower users by providing them with control and transparency over their interactions with AI systems. Whether through our own AI solutions or third-party tools we employ, we commit to providing users with options to manage, review, and control their personal data and their experiences with AI.

**8. Commitment to Ongoing Learning and Improvement**

We will continually enhance our AI practices, whether in use or development, by staying informed of advancements in technology, ethical standards, and best practices. We will regularly review and improve our AI systems to ensure they remain responsible, effective, and aligned with evolving societal expectations.

By signing this pledge, we affirm our ongoing commitment to building and maintaining trust in AI technologies. We recognise that fostering a responsible AI ecosystem in Australia is essential to gaining and preserving the trust of users, stakeholders, and the broader community.

Signed:

[Business Name]

[Authorized Representative Name]  
[Position]

[Date]

This pledge is a testament to our commitment to ethical AI practices and to building a trusted and reliable AI-powered business. Thank you for joining us in this important endeavour.