The People's Charter for Artificial Intelligence
Principles of the Charter

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For more information
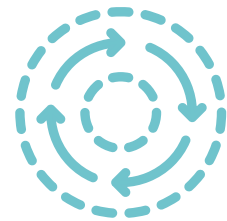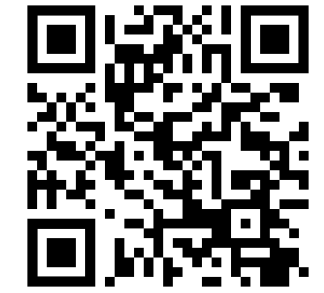
1 When Artificial Intelligence is used in an application it should maintain **consistent** standards of service across different communities and user groups.

2 Communities and individuals should be given the opportunity to be **consulted** before the implementation of Artificial Intelligence-based systems that could impact them.

3 Organisations need to be open and transparent about **how** they use people's data when it's used by an Artificial Intelligence-based system to make decisions about them.

4 Organisations need to be open and transparent on **when** they use Artificial Intelligence in decision making.

5 Organisations are responsible and accountable for explaining **why** a decision has been made by an Artificial Intelligence-based system.

6 When Artificial Intelligence is used in decision making, decisions should always be **fair and avoid discrimination** against any group or individual.

7 Organisations should have a duty of care to **communicate** when a decision made by an Artificial Intelligence-based system is wrong and to provide clear and simple information on how to lodge a complaint.
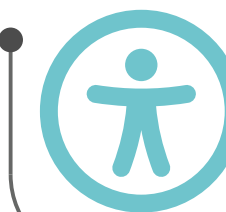
8 Organisations should state the **benefits and risks** of using any Artificial Intelligence-based system.

9 People should have the freedom to **choose** whether to engage with a computer-based service or opt for human assistance.

10 Applications and services that use Artificial Intelligence-based systems should be **accessible** to everyone.