# AI Ethics Principles

This document presents the AI Ethics Principles governing all data processing and use of new technology, compatible with the Swisscom Data Ethics principles.

## No discrimination

- The aggregated outcome of an algorithmic decision process must be measured for all demographic subpopulations, using the sensitive attributes from the Federal Act of Data Protection. The negative impact of the automated decision on human subpopulations must be identified and reduced to a minimum.
- The data used for the AI system must have an evaluation of its representativeness, in terms of size, balance of decision, demography.
- Strategies to address bias exceeding the accepted thresholds must be defined and implemented. The acceptable thresholds are established for each project individually.

## Respect for personality and privacy

- The tradeoffs between Privacy and Performance metrics, must be identified, measured and made transparent (incl. documentation), then discussed with all the stakeholders, including the business side. The tradeoffs must be specified separately for both ordinary and extraordinary circumstances.
- Privacy metrics must be made available and considered before creating a new decision-making system.

## Ensuring informational self-determination

- The consent of people generating and providing the data used in generating an automated decision-making system must be obtained after explaining the model's impact and social measures taken to address it. Acceptable risk levels are determined for each case individually and, in this cases, the consent can be presumed and the possibility to withdraw consent will be presented. In all other cases, the explicit consent will be required.

## Ensuring transparency

- The user must be informed when they are the subject of an AI system. Both the motivation and reasonable details about the used method, accompanied by the benefits attached to the use of such a system, should be explained. The details include the functioning of the method and the motivation covers the reason of selecting this method compared to its alternatives, without infringing on trade secrets.
- The identified risks of the system, as well as the measures taken to manage them, must be publicly accessible.
- The user must have the opportunity to provide feedback and contest decisions related to them and the feedback must be taken into account to improve the system

## Responsibility / Accountability

- The company will require an assessment of the ethical criteria when developing and acquiring projects. For each criterion a governing body will be consulted whenever an assessment raises concerns.
- A responsible entity – a team, a role or a person - must be identified for each AI model and for each lifecycle stage: development, deployment, usage and results.
- The analysis and new technology must allow for transparency. Humans have the right and ability to contest or seek justification for an AI made decision on a human subpopulation.

- The tradeoffs between Equality, Equity, Diversity and Performance metrics must be measured. In cases of significant impact, the decision must be discussed at least with a business stakeholder, a technical stakeholder and an ethical stakeholder.
- The model must augment, complement and empower our own capacity to reason. Until the model is trusted to do so, a human must oversee it and its outcomes.

## Creating benefits and added value

- The ethical risks of a project must be assessed and a mitigation strategy must be defined, then implemented.