Industry code for AI – artificial intelligence

Together we are taking responsibility for a sustainable use of AI

Digitalization continues at a rapid pace. Digitally controlled systems and sensors are already an integral part of daily life. In the future, digital components will be a natural part of society and people's lives. Digitalization has contributed to creating a better, more resource efficient and more inclusive society.

GUIDING PRINCIPLES
on how the industry is expected to behave and act

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1. A HUMANE AND SUSTAINABLE SOCIETY

In order to be able to accept those changes that AI can invoke, individuals must be able to trust that their privacy will be respected, that decisions made by automated systems are impartial, and that ethical assessments have been made. We therefore want to emphasize the following:

• We want to have an ethical approach. We therefore affirm the validity of that referred to as human rights, expressed in particular by the United Nations Universal Declaration of Human Rights, the European Convention for the Protection of Human Rights and Fundamental Freedoms, and the Charter of Fundamental Rights of the European Union.

• We want to contribute in meeting the UN's sustainable development goals.

• We want to contribute to AI also benefitting society and not simply serving commercial interests.

2. UNDERSTANDING AND INCLUSION

The introduction of systems based on AI has been met with confusion. For many, the level of knowledge about what AI is and can do is very low. Decision makers often do not understand its potential and the media contributes to the confusion by often portraying AI in negative terms or in over exaggerated positive terms:

• We want to contribute to more individuals – both within and outside of companies – feeling that they are informed about, and active in, the influence of AI within societies.

• We want to contribute to discussions on AI and other technologies that are balanced and based on facts.

• We want to contribute to an increased knowledge as to the capacity of AI-systems – both as to what they can and cannot achieve. In this way, we also hope to contribute to an increased knowledge as to the risks and consequences of AI use.

• We therefore will openly and comprehensively report on the areas in which we are working, and explain the purposes of the systems we are constructing. In addition – as far as competitive circumstances and customer confidentiality allow – explain how they will be used.

Artificial intelligence (AI) applications will, at an accelerating rate, render it possible to solve societal problems, while also contributing with new and more efficient methods for addressing society's tasks. AI in the future will also characterize an ever-increasing part of the functionality within digital systems. Companies, the public, and those in our political system need to embrace this technological development, otherwise Sweden and its companies will fall behind in the global competition. We then risk losing significant positive societal impacts – which in their turn contribute to individuals losing opportunities to be able to improve their quality of life and health. In the long term, this could lead to significant economic losses and a reduced scope for both welfare, new investments and political reform.

The industry wants to create AI that gives trust. Therefore, unethical and unlawful uses of AI must be combatted. We are striving to avoid those design mistakes and unfortunate results that can be the product of naiveté and low levels of knowledge in both manufacturers and users. Consequently, an important task for the Swedish TechSverige and our members is developing guidelines on how the industry is expected to behave and act when designing, implementing and managing systems and services regarding AI.

We in the industry want to take responsibility. Without responsibility our industry has no future. This is the background to what we call our Industry Code.

3. TRUST

We want those who are using our services and products to have trust in them. A basic requisite for those of us who are active in the industry is society's trust in AI-services.

We want to achieve this trust by working in three main areas:
- Transparency
- Responsibility and control
- Security and privacy

Within the area of *transparency*, it is important that we can explain how digital services are used and how they are using the data that they are managing. If the understanding of users in this area is lacking in this regard, we risk losing confidence in the results.

We therefore need to be able to clearly explain:
- The objective of the service and the problem the service is intended to resolve.
- The data which the service directly or indirectly collects in order to be able to function.
- How the service functions and how the data are managed.

Within the area of *responsibility and control*, it is important that there is an understanding of who is responsible for and has control over the services being used. If the decided division of responsibility is not followed, there is a risk that unintended consequences are overlooked and the opportunity to analyse such is then lost.

We therefore need to:
- Take into consideration that unintended consequences can arise. If they occur, the events should be analysed and the measures needed identified in order to limit the harm that has occurred as well as to manage and prevent similar situations from being repeated.
- Strive for a clear division of responsibility between vendors and purchasers.
- Clearly state the conditions under which a specific algorithm is intended to function.

Within the area of *security and privacy*, it is important that there is a clear division of responsibility with respect to security functions. Several actors are often involved in a single technical solution. There is then a risk that the overall perspective is lost, and that the division of responsibility becomes unclear or not even decided. To counteract this, a high level of security expertise is required in both purchasers and vendors.

We therefore need to:
- Maintain a high level of expertise within the area of AI security.
- Accept a products liability that includes AI security.

This is our Industry Code that we are convinced can contribute to the industry taking responsibility. Without responsibility, there is no future. The Code will be revised annually in order to meet the challenges and conditions the industry is facing.

About us – TechSverige

TechSverige is a member organization for companies of all sizes within the tech sector, that wish to join the largest industry network in Sweden in order to promote and further develop the tech market and conditions for tech enterprises. We represent about 1 400 member companies that between them have nearly 100 000 employees.

Visit us at techsverige.se

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