Responsible AI Principles
Create and offer **open and transparent** AI guidance and governance to learning professionals, organisations, and suppliers.

- To identify, develop, deliver, and maintain clear, accessible and transparent guidance, information, and content related to AI.
- To ensure that learning organisations and professionals can effectively integrate AI solutions, processes, and policies while maintaining ethical and responsible standards.
- To combat inaccurate or incomplete information with clear, open, and transparent guidance.
- To partner with AI experts and the wider industry to bring informed, open and transparent guidance and governance to the profession.
Advocate for **human-centric** AI solutions.

- To advocate that AI solutions learn from human input and collaboration throughout the design and ongoing management phases whilst offering transparency.
- To promote the “Human + AI” value by aligning AI solutions to act in accordance with human values, goals, and preferences.
- To champion that AI solutions do not replace, but amplify and augment human-centric work and activities, driving efficiencies.
- To advocate that all who offer AI solutions, whether technical or consultative, have the human at the heart of everything they do.
Champion **ethical and inclusive** AI solutions, practices, and processes.

- To champion and drive ethical and inclusive practices across AI solutions being used for employee development and engagement.
- To ensure that AI solutions are fair and unbiased where possible, taking steps to prevent discrimination based on a range of factors.
- To drive transparency and advocate honesty about how AI solutions work (Explainability | XAI) and to provide the end user with maximum visibility into overall solutions behaviour.
- To promote accountability and trust in AI systems by establishing clear lines of responsibility for decision-making and error management.
Promote organisational and supplier safety, security and privacy principles across AI.

- To promote practices and principles across AI solutions that focus on safe and secure applications of AI within organisations, and for employees.
- To ensure and advise that all AI solutions are secure and meet today’s robust security controls of the organisations they are supporting.
- To promote best practice and guidance to keep employee data safe, secure, and private from external parties and unwanted uses.
- To champion the importance of controlling organisational and employee data throughout the AI ecosystem.
- To drive solutions to comply with data regulations (GDPR / CCPA) as well as working within the local and global AI regulations.
Lead on literacy, education and awareness of AI across the learning profession.

- To create, develop, and source the very best learning and education materials and solutions to improve AI literacy, education, and awareness of AI across the learning profession.
- To improve learning professionals’ overall understanding, knowledge, and awareness of AI through skills development, including the transition to AI skills.
- To help learning professionals and organisations navigate the vast array of information, insights, and innovation through education and awareness activities.
- To enhance awareness of fundamental elements of AI that impact learning professionals, their organisations, and the AI solutions they utilise.
6 Operate in a **trustworthy, neutral, and transparent** manner across all AI touchpoints.

- To operate in a trustworthy manner, making you feel confident that what is being said is accurate and true.
- To remain brand-agnostic and neutral across all AI discussions, documentation, presentations, and information.
- To operate openly and transparently across all AI touchpoints and interactions, including the opportunities and pitfalls of different AI technologies and solutions.
- To adhere to all ethical, safety, security, and privacy standards to remain trustworthy, neutral, open, and transparent.