

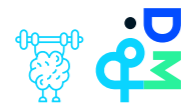
IS THIS TECHNOLOGY BEHAVING 'ETHICALLY'?

The High-Level Expert Group on AI has developed Ethics Guidelines for Trustworthy Artificial Intelligence to help developers of AI systems assess the trustworthiness of their AI system. [In a previous brAlnfood](#), we looked closely at these Guidelines and the 7 key requirements that were put forward.

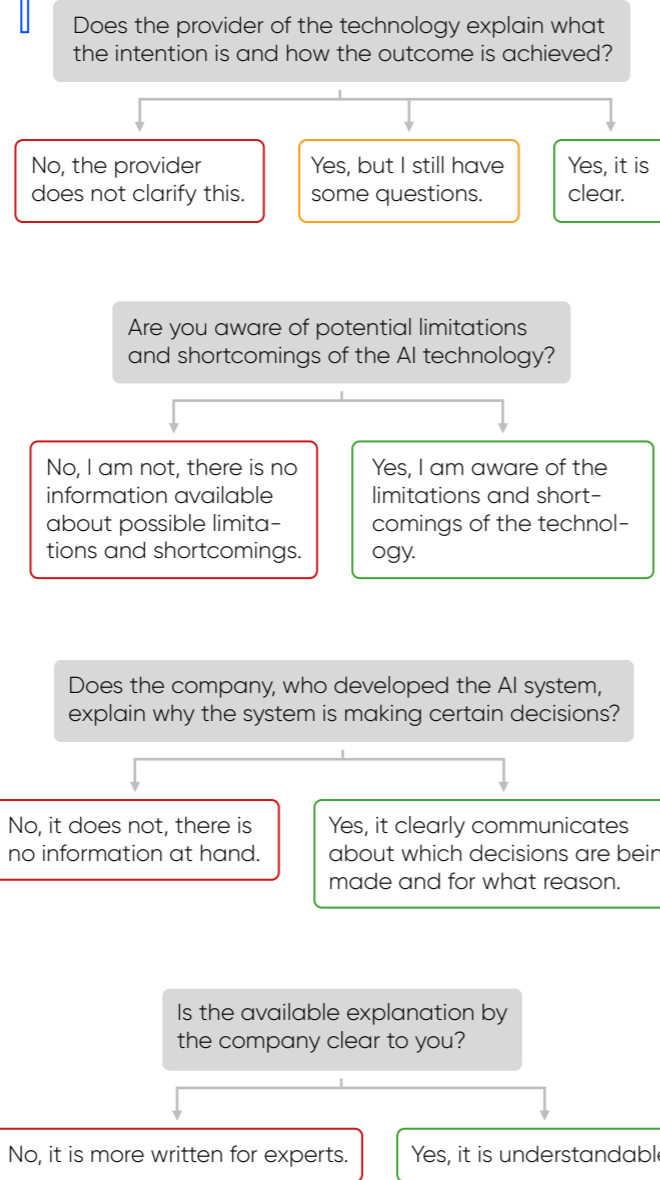
But what can you do as a user of an AI technology? How can you determine if an AI technology is 'trustworthy' and behaving 'ethically'? The Knowledge Centre Data & Society has developed a set of questions that you, as a user of an AI technology, can ask yourself in order to determine whether the AI technology is behaving 'ethically' or not according to you.

This set of questions is not exhaustive and we encourage others to complement it with additional questions that enable users to determine their own ethical boundaries with regard to AI and data applications.

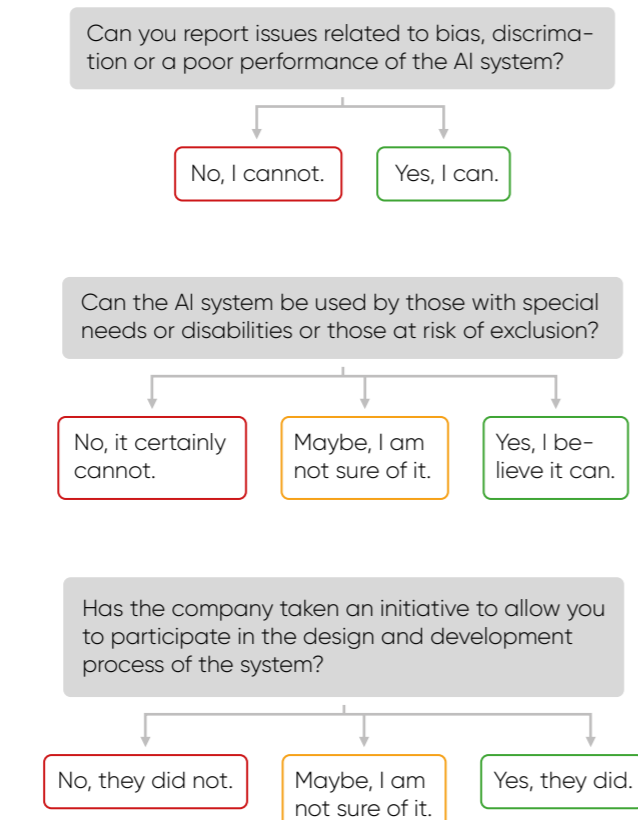
brAlnfood of the Knowledge Centre Data & Society



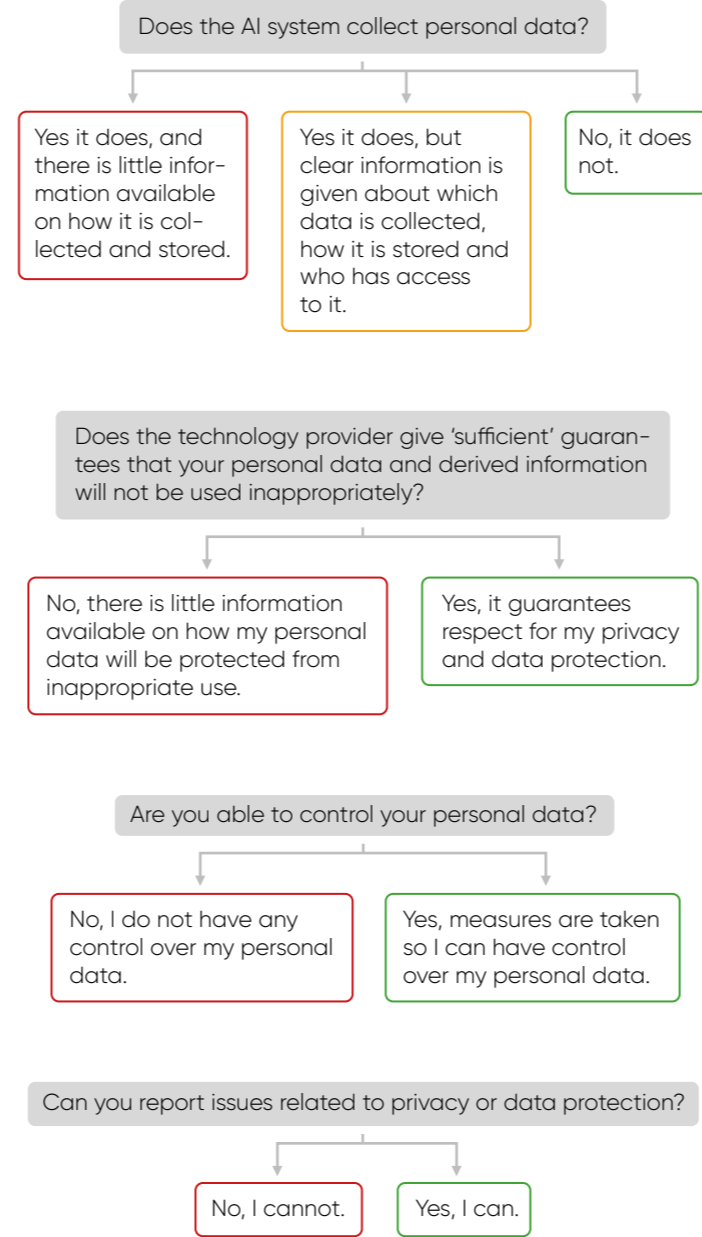
START TRANSPARENCY



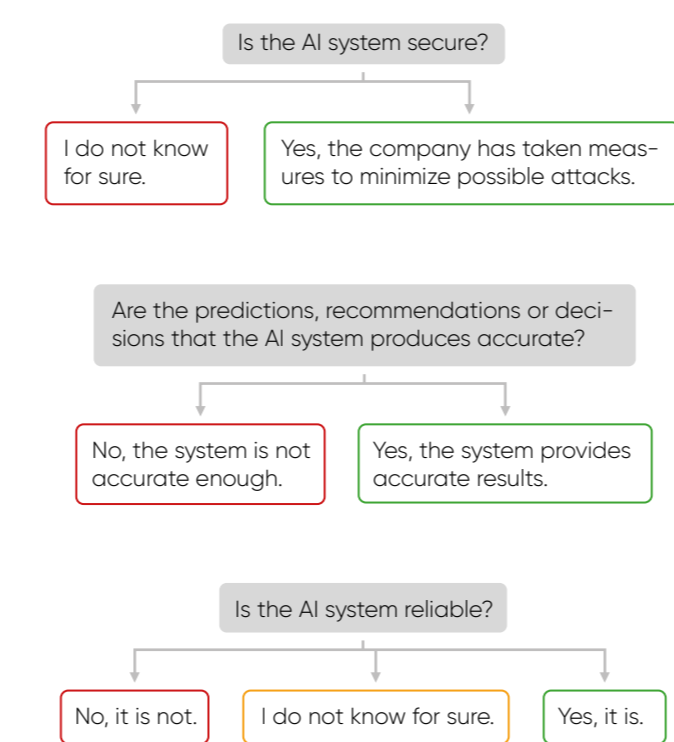
DIVERSITY, NON-DISCRIMINATION AND FAIRNESS



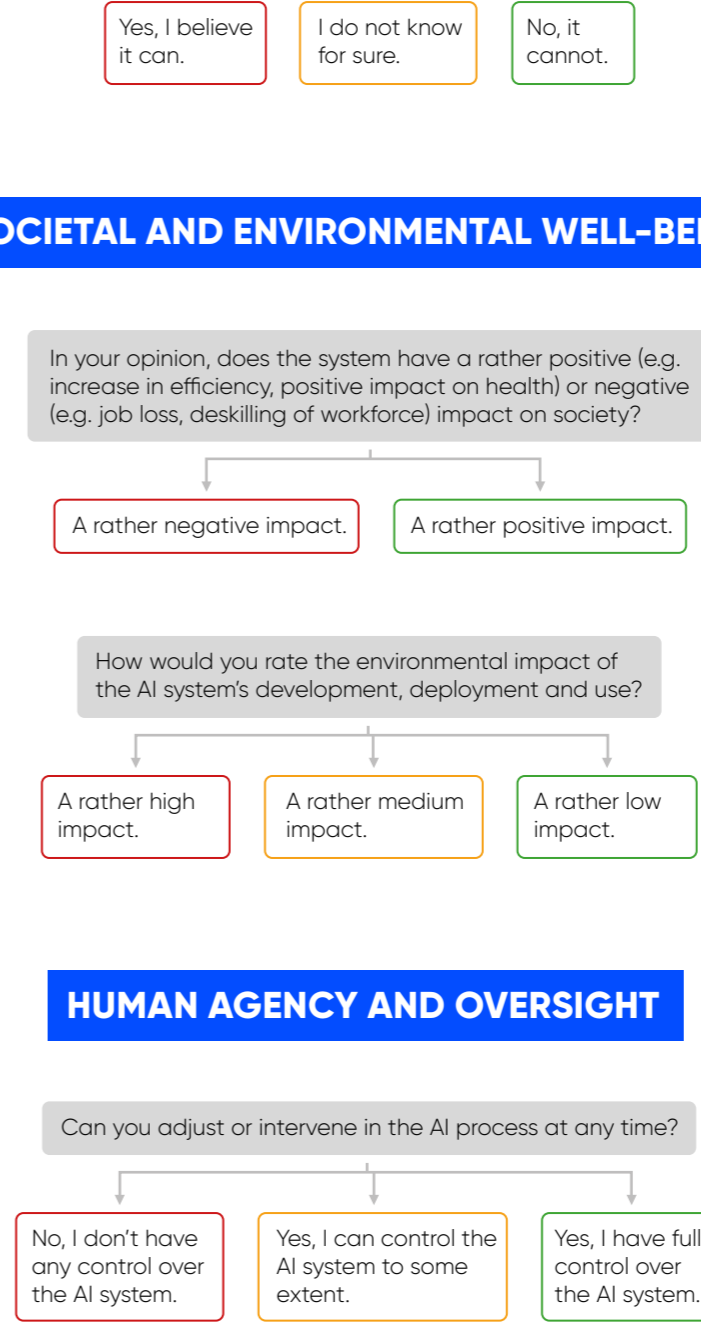
PRIVACY AND DATA GOVERNANCE



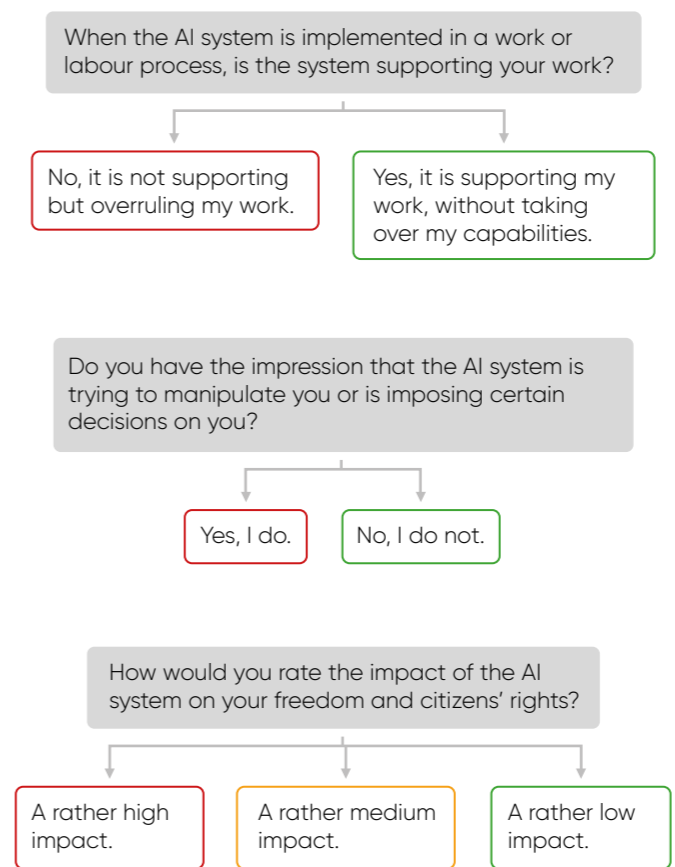
TECHNICAL ROBUSTNESS AND SAFETY



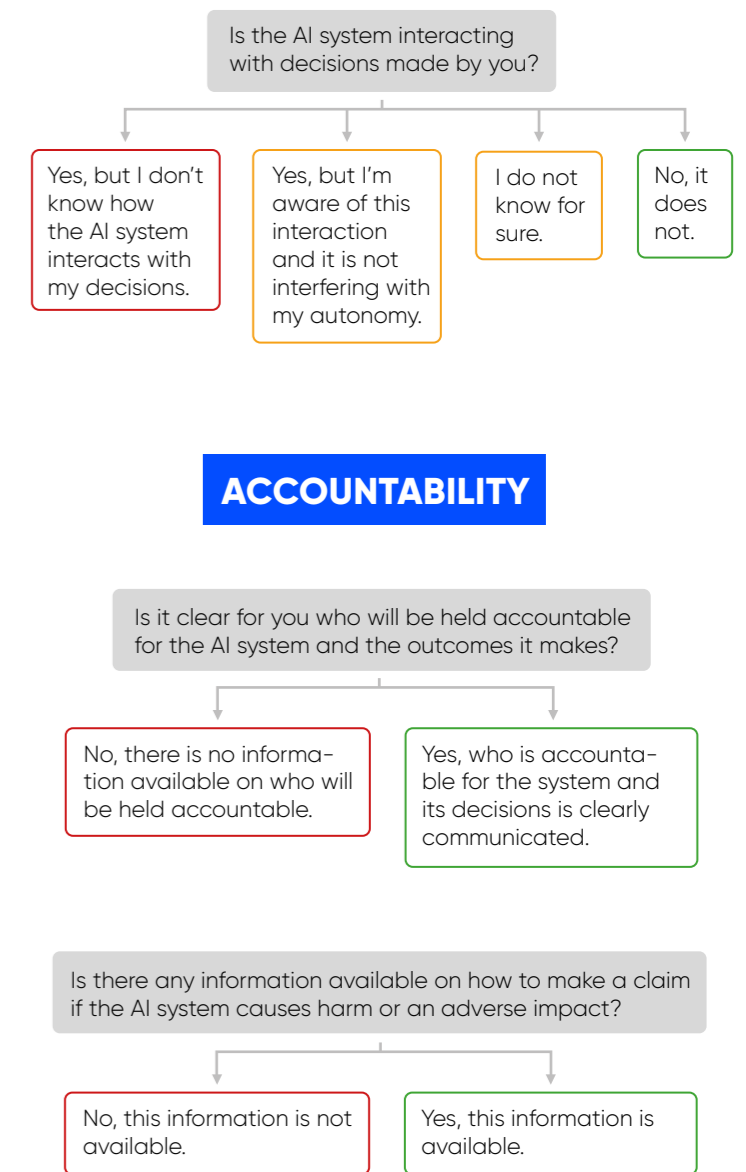
SOCIETAL AND ENVIRONMENTAL WELL-BEING



HUMAN AGENCY AND OVERSIGHT



ACCOUNTABILITY



THE RESULT END

If most of your answers were **green**, your technology can be regarded as 'trustworthy'. If most of your answers were in a **red** box, the technology you had in mind is not behaving 'ethically'. Did you also have some **orange** answers? Your technology can score better, but it is not behaving extremely 'unethically'.

Important: this list of questions is not exhaustive, so an unambiguous answer to the question 'Is this technology behaving 'ethically'?' cannot be given. This checklist can enable users to ask the right questions when choosing and/or using a certain AI technology and/or data application.