

Fujitsu AI Ethics & Safety Assessment

Ensure your AI solutions are delivered in a way that promotes safe, responsible and reliable use of technology



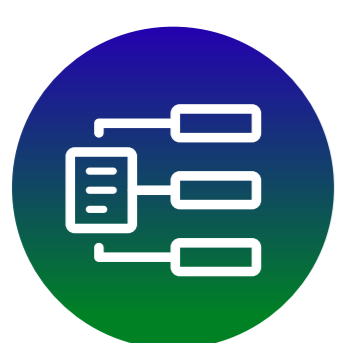
Organisations throughout the world are seeing the value that Artificial Intelligence (AI) solutions can offer to optimise and automate processes and deliver new, innovative services to customers. However, the power AI solutions offer also comes with risks. When the technology is not used wisely it can lead to unreliable or unexplainable predictions, bias against some demographics and potential breaches of legal and regulatory codes.

Fujitsu Data & AI helps your business drive responsible and ethical advancement of AI through comprehensive AI assessments. As a founding member of the AI4people initiative, we promote socially responsible AI development through fairness, transparency and accountability in AI systems. We ensure that AI technologies align with ethical trust, protecting privacy and mitigating potential risks.



AI Ethics & Safety framework

The Fujitsu AI ethics framework leverages our experience and provides a structured approach to safeguarding your future through:



Establishing an **ethical framework** for your business at a minimal cost.



Building **trust for AI solutions** to create new business value with a proven method and safeguard your organisational reputation.



Ensuring **fairness, transparency and accountability** in AI decision-making and business practices.



Meeting **ethical compliance** to ensure that AI systems and applications align with ethical principles, societal values, and legal requirements.



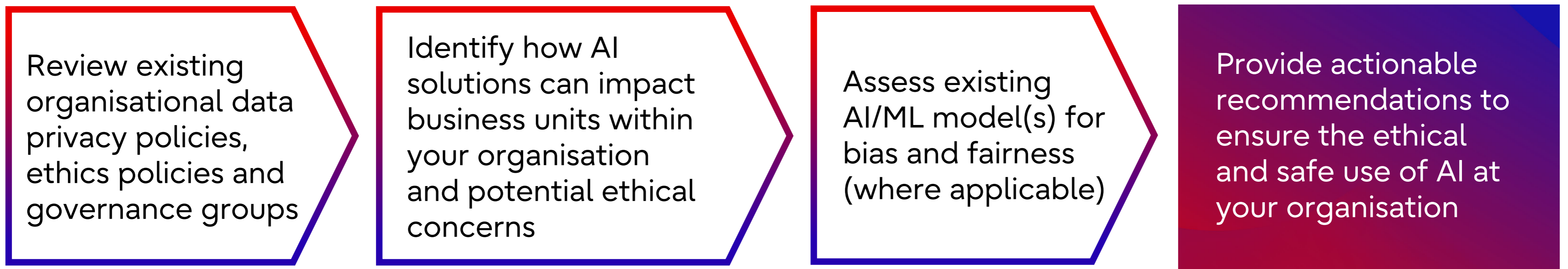
Identifying and mitigating **ethical risks**, biases and their causes using established ethical principles.



Demonstrating a **commitment to responsible and ethical AI practices**, attracting ethically conscious customers and partners.

Assessing AI Ethics & Safety in your organisation

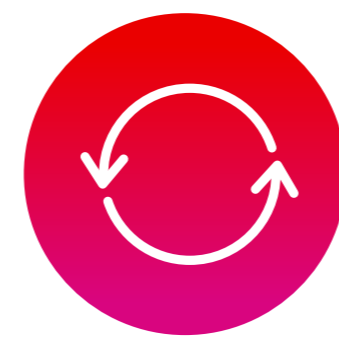
Our assessment process covers the following areas to identify the ethical risks of AI solutions at your organisation and provide actionable recommendations that will establish guardrails to ensure all AI solutions are safe, reliable and trustworthy.



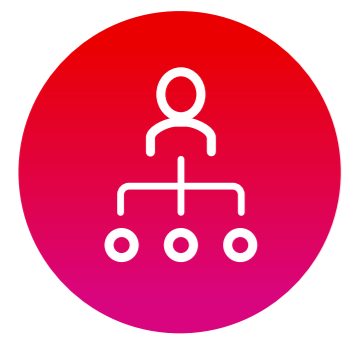
Value of an AI Ethics & Safety Assessment



Ethical risk assessment to identify potential ethical concerns, such as privacy, transparency, and accountability.



Long-term sustainability to facilitate the development of AI solutions that are sustainable and adaptable to changes in societal values, regulations, and technological advancements.



Detecting and mitigating bias in AI algorithms, ensuring fair and equitable treatment of all individuals.



Regulatory compliance will ensure your organisation is able to take advantage of AI capabilities whilst remaining compliant with legal and regulatory codes.



Human-centric AI to emphasise the importance of human control and values, ensuring that AI augments human capabilities rather than replaces them.

Our AI Safety & Ethics Assessment is a fixed-price engagement using an established ethical framework and delivered via the latest agile methodologies to ensure your AI projects align with ethical standards, compliance regulations, and social expectations to safeguard your AI future.

To book an AI Ethics & Safety Assessment, or to speak with a Fujitsu Data & AI Specialist, contact dataandAI@fujitsu.com or call 03 9924 3000



Safeguard your business with ethical AI at fujitsu.com/au/services/data-ai