

Appendix 4: Assessing the Draft AI Ethics Code

After the AI ethics board delivers its draft AI ethics code and recommendations, evaluate the results against the goals set at the beginning of the process. In addition, consider asking these questions when approving the code:

- Did the AI ethics board follow the guidance provided by the board of directors?
- Does the AI ethics code address the reasons an ethics code is needed?
- Does it recommend changes to the organization's older codes of conduct?
- Is the code flexible enough to keep pace with changes in AI and the business, but specific enough to be useful to the people who will apply it?
- Is the AI ethics code consistent with internationally recognized human rights principles, as enshrined in the UN Guiding Principles on Business and Human Rights and the International Bill of Human Rights?
- Is the AI ethics code of conduct directly linked to the company's ethical values, beyond legal and regulatory requirements?
- Have the company's reputation and trust, employee engagement, inclusion and diversity goals been upheld by the AI ethics code?
- Are there mechanisms for dealing with new situations not explicitly addressed in the AI ethics code? Or for addressing conflicts between the code's principles?
- How are individuals motivated or reminded to comply with ethical AI standards?
- Are there conflicts between the principles in the proposed code of ethics and those of partners and customers? Does it contain the ability to resolve these conflicts?
- Does the AI ethics code use external sources on AI ethics and perspectives?