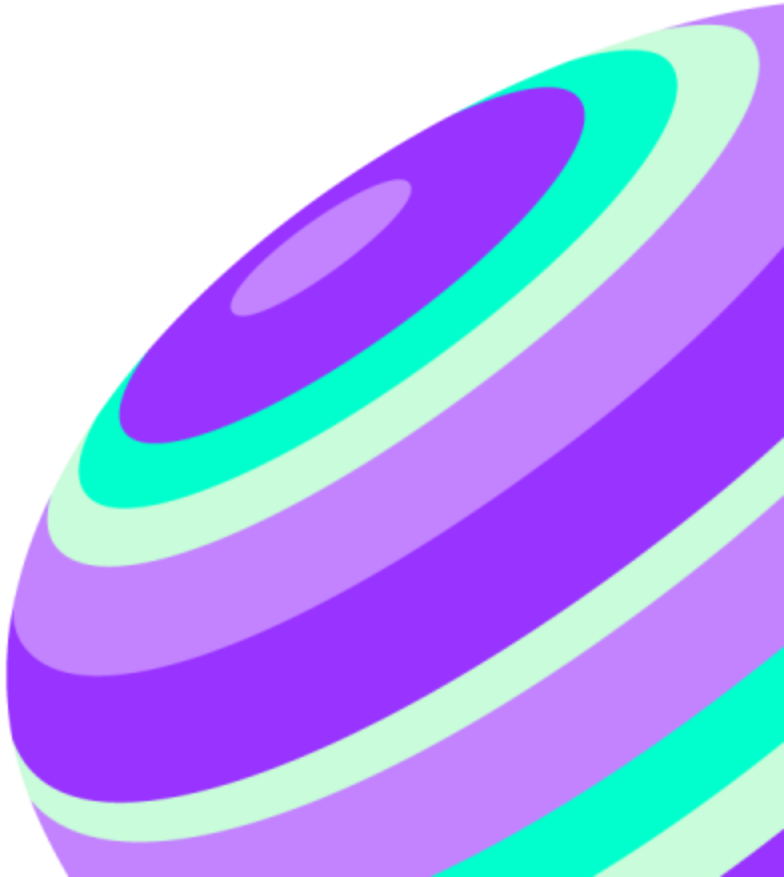
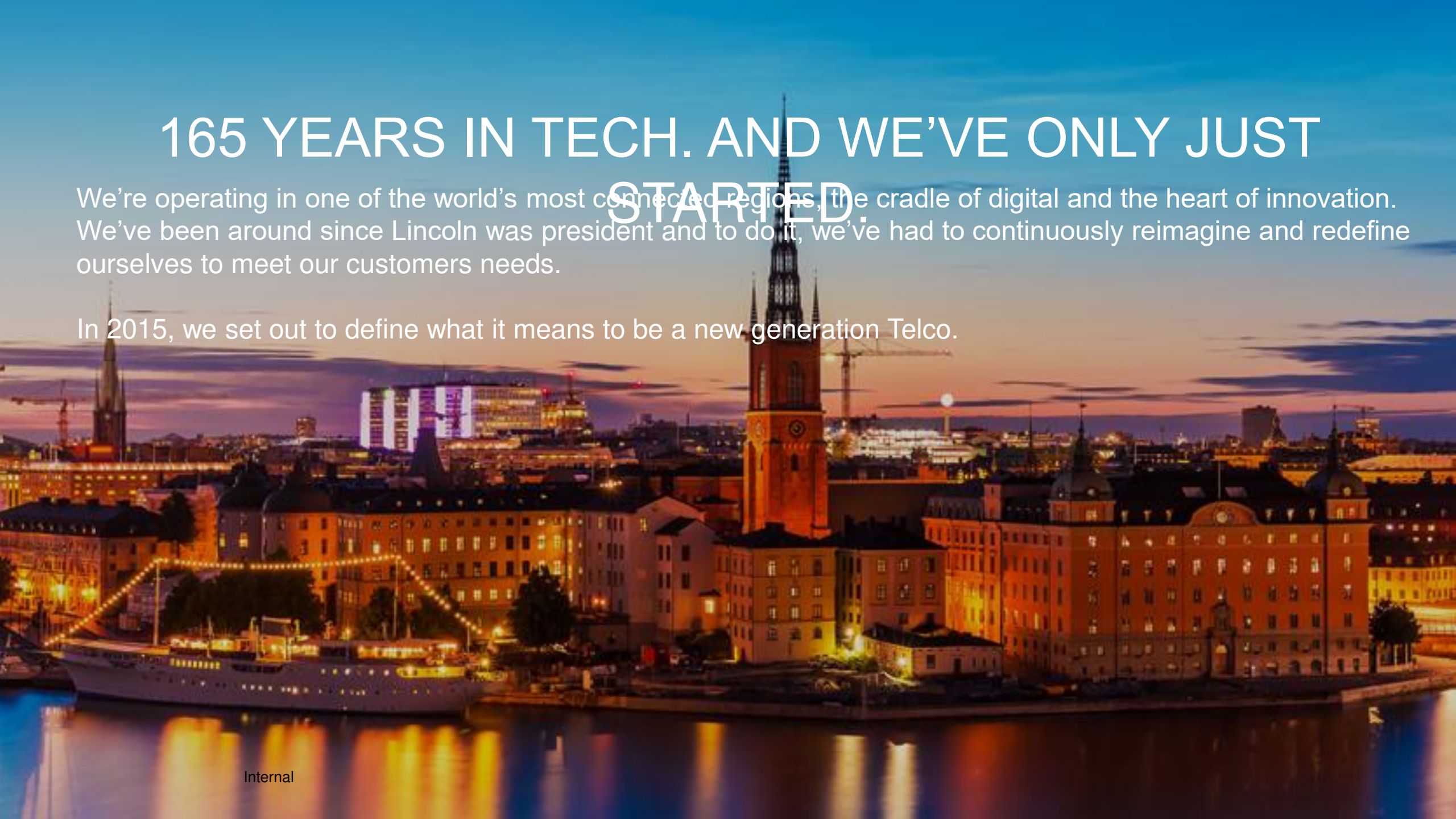
TELIA´S JOURNEY TOWARDS TRUSTED AI

Eglė Gudelytė Harvey
VP, Head of Legal Sweden & co-chair of AI Center of Excellence



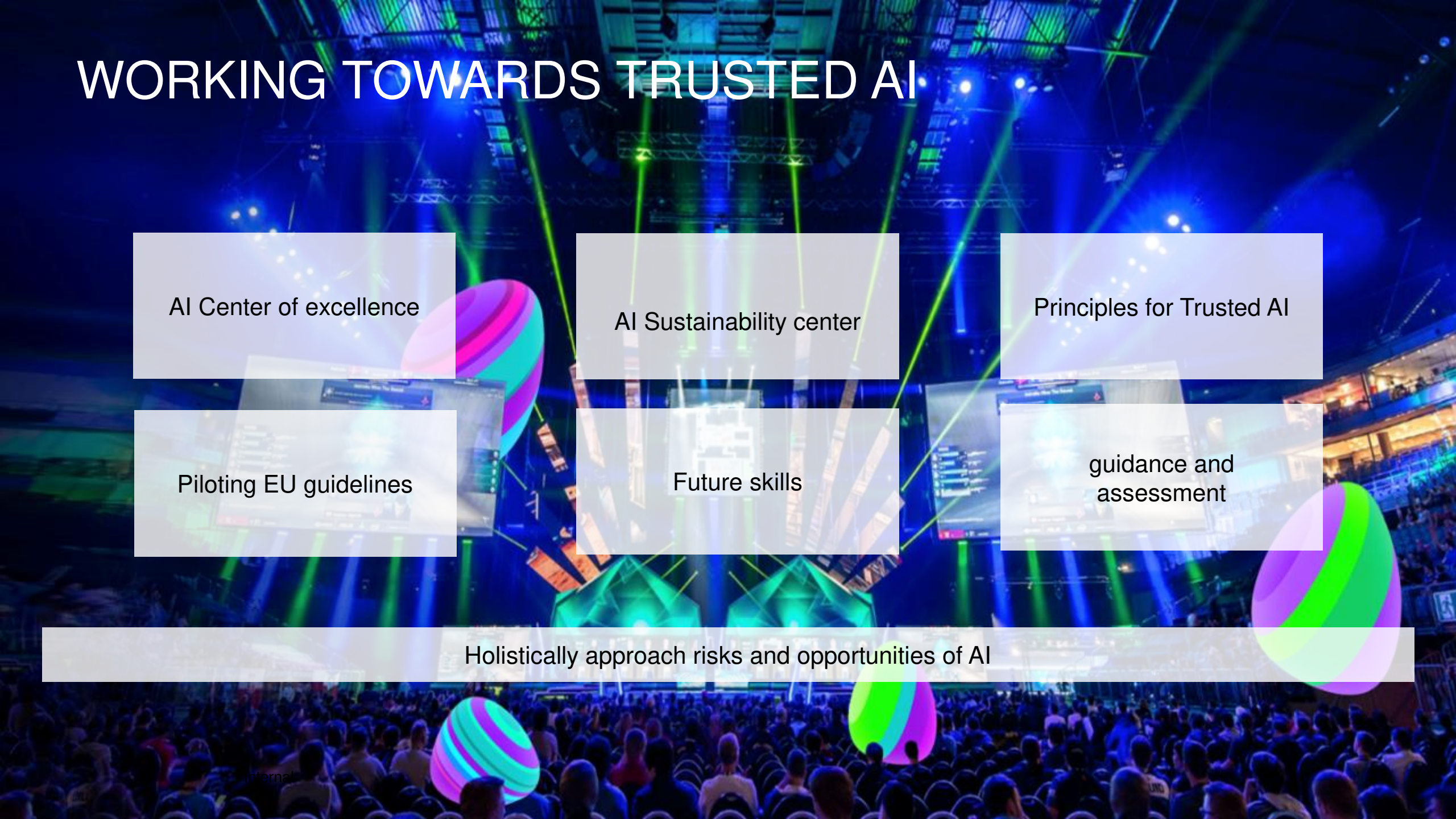


165 YEARS IN TECH. AND WE'VE ONLY JUST STARTED.

We're operating in one of the world's most connected regions, the cradle of digital and the heart of innovation. We've been around since Lincoln was president and to do it, we've had to continuously reimagine and redefine ourselves to meet our customers needs.

In 2015, we set out to define what it means to be a new generation Telco.

WORKING TOWARDS TRUSTED AI



AI Center of excellence

AI Sustainability center

Principles for Trusted AI

Piloting EU guidelines

Future skills

guidance and assessment

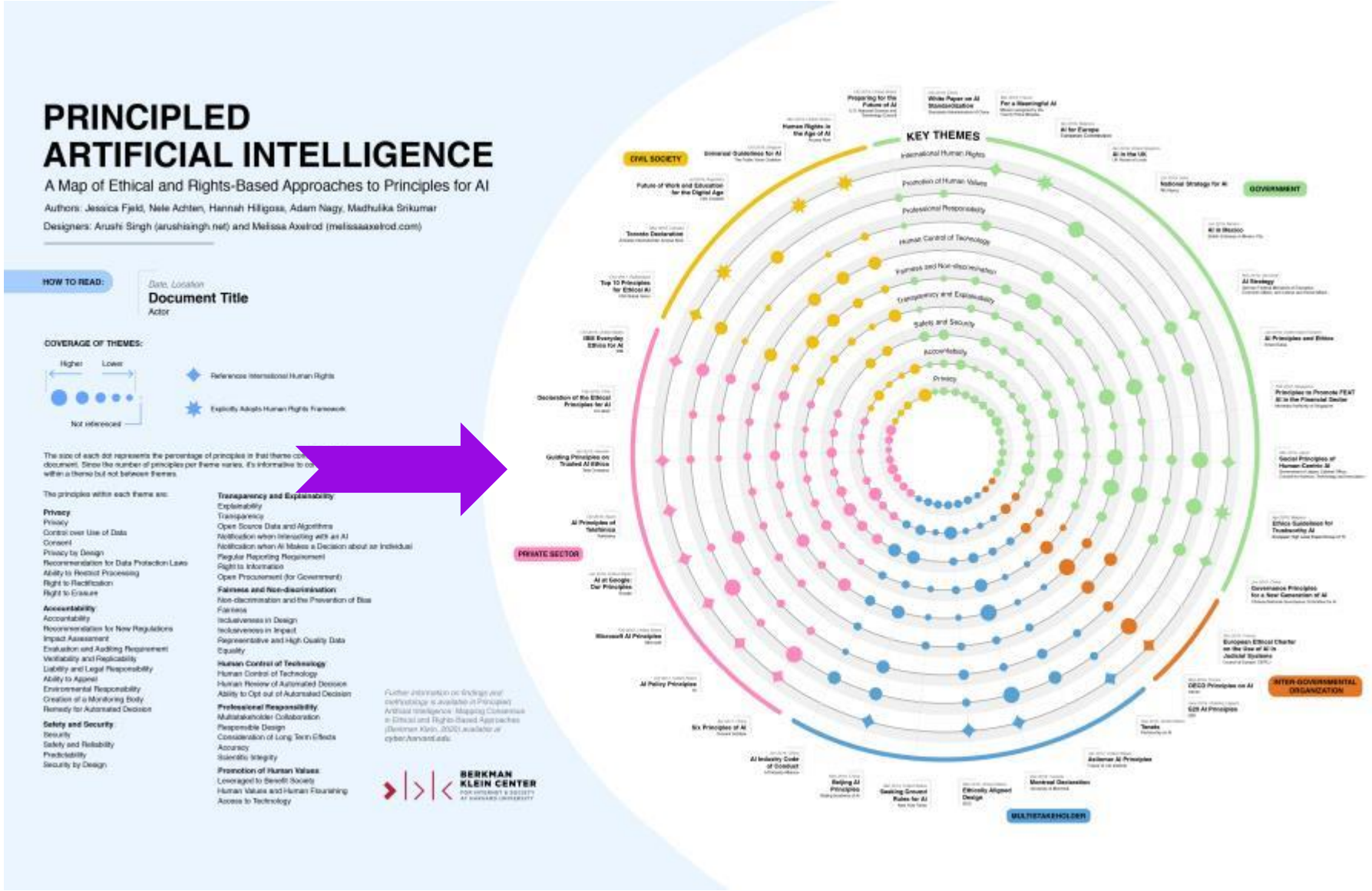
Holistically approach risks and opportunities of AI


OUR
PRINCIPLES

TRUSTED AI


RESPONSIBLE AND VALUE CENTRIC
HUMAN CENTRIC
RIGHTS RESPECTING
CONTROL
ACCOUNTABLE
SAFE AND SECURE
TRANSPARENT AND EXPLAINABLE
FAIR AND EQUAL
CONTINUOUS REVIEW AND DIALOGUE
TELIA COMPANY GUIDING PRINCIPLES ON TRUSTED AI ETHICS

HARVARD RESEACH ON PRINCIPLED AI



Principled AI: Mapping Consensus in Ethical and Rights-based Approaches to Principles for AI.

OUR APPROACH

Make it relevant

Make it easy & user-friendly

Make it iterative

Do NOT make it a quick fix

Repeat

WHAT DOES IT MEAN IN PRACTICE?

ACCELERATING INTERNAL WORK

- Establish internal taskforce
- Create guidance for ethical AI based on our principles
- Pilot EU assessment questions for ethical AI
- Active contributors to ETNO AI taskforce and GSMA
- Build community for knowledge sharing
- Active involvement in ongoing use-cases from day one
- Demystify, educate, repeat!

AI PRINCIPLES → GUIDELINES → ASSESSMENT

AI Principles

Target group: all (external & internal)

Purpose: A framework of 9 principles for Trusted AI ethics in Telia Company

1. Responsible and value centric
2. Human
3. Rights respecting
4. Control
5. Accountable
6. Safe and secure
7. Transparent and explainable
8. Fair and equal
9. Continuous review and dialogue

Guidelines

Target group: all employees

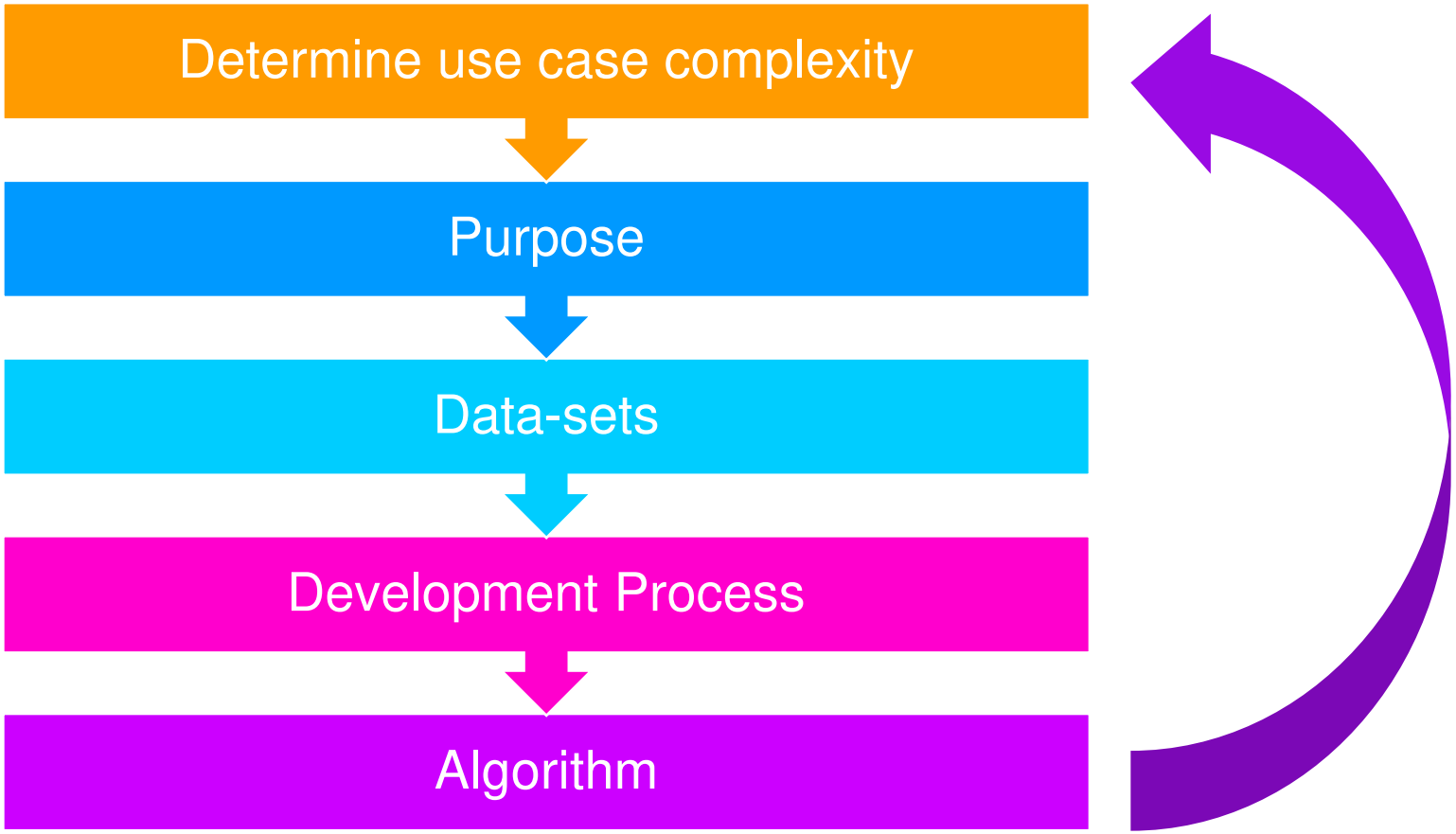
Purpose:

- To raise awareness and provide **guidance**
- Define **objectives and our commitment** how to comply with principles
- **Establish requirements, i.e.** how and what needs to be done to achieve Trusted AI

Assessment

- Target group: product developers, product managers, product owners, data scientists & data analysts, etc.
- Purpose: Providing a practical **assessment** for all AI initiatives based on the **complexity** of the use case to ensure the guidelines requirements are fulfilled.
- Provide organisation with user-friendly and simple tools

ASSESSMENT



AI CENTER OF EXCELLENCE

- A cross-functional inter-disciplinary knowledge hub
- Established by our top-management
- Mission: Holistically address AI risks & opportunities
- Operating in different streams covering technology, ethics, legal & regulatory, sustainability, human rights, commercial, people functions etc.

NEWSROOM - NEWS ARTICLES - 2019

AI SUSTAINABILITY CENTER ESTABLISHED IN STOCKHOLM

2019-01-14

The growing use of personal data and AI systems can pose ethical risks that are difficult to predict and understand. Telia Company is a founding partner of the new AI Sustainability Center in Stockholm which will address the scaling of AI in broader ethical and societal contexts.

The AI Sustainability Center provides a Nordic approach to responsible and purpose-driven technology. The Center aims at being a multidisciplinary hub to address the scaling of AI in broader ethical and societal contexts. The Center brings together companies, academic institutions, public agencies and civil society, to ensure a broad and deep exchange on AI related issues.

Telia Company is a founding partner of the AI Sustainability Center together with among others Microsoft, Atomico and Bonnier.The initiative has also attracted considerable brainpower in Swedish academia fas well as public agencies like the Swedish tax authority

PROJECT WITH MALMÖ STAD AND AI SUSTAINABILITY CENTER

- The project is evaluating whether **mobility data can be used to measure perceived safety** in the city of Malmö
- Telia is applying the the **AI Sustainability framework** in this development, which has been developed in a joint project between Telia, Malmö Stad and the AISC.

SOME LEARNINGS

- Start now and start somewhere. Anywhere!
- Test-drive your use-cases
- Partner up!
- Prepare to address the competence gap
- Put diversity HIGH on your agenda
- There is no perfect recipe
- Demystify and engage

THANK YOU!

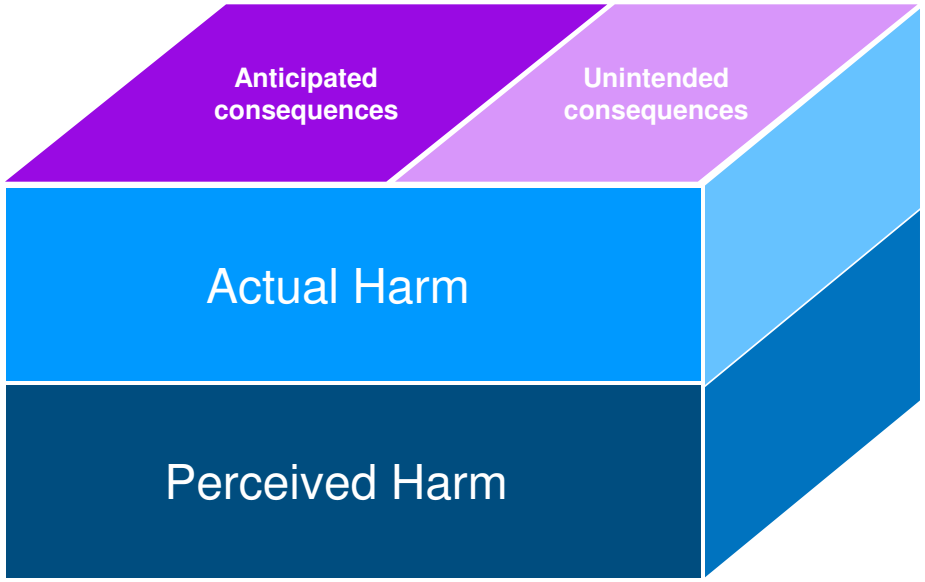
Should AI/Digital Ethics be treated as a compliance activity?

AI Ethics = Digital Ethics

Innovation

Startups

Established Businesses



Shareholders

Regulators

Customers

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Society

Media

Partners

Competitors

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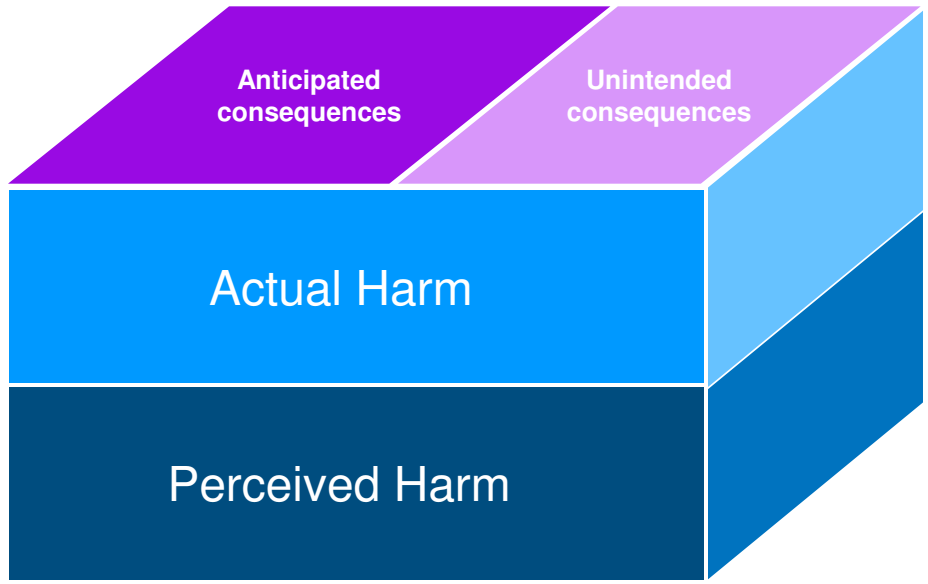

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- **Pioneering** – what we don't know what is and isn't going to be acceptable.
- **Perceptions of acceptability** change over time.
- **Unintended consequences** are likely to exceed anticipated ones.
- **Frameworks help** – but aren't the answer
- **Strong values** will be key to navigating the ambiguity of harms
- **Compliance culture** can tend to degenerate into a box checking exercise