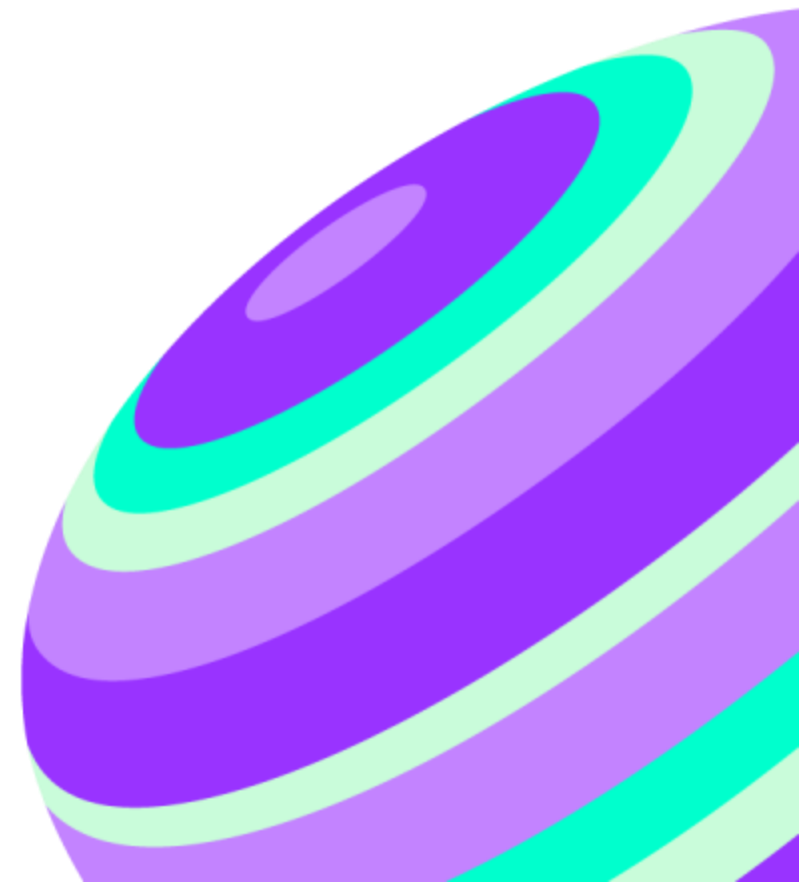




# TELIA'S JOURNEY TOWARDS TRUSTED AI

**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



# HARVARD RESEARCH ON PRINCIPLED AI

## PRINCIPLED ARTIFICIAL INTELLIGENCE

## A Map of Ethical and Rights-Based Approaches to Principles for AI

Authors: Jessica Fjeld, Nele Achten, Hannah Hilgoss, Adam Nagy, Madhulika Srikumar

Designers: Arushi Singh ([arushi Singh.net](http://arushi Singh.net)) and Melissa Axelrod ([melissaaxelrod.com](http://melissaaxelrod.com))

**HOW TO READ:**

Date, Location  
**Document Title**  
Actor

COVERAGE OF THEMES:

The size of each dot represents the percentage of principles in that theme core document. Since the number of principles per theme varies, it's informative to compare within a theme but not between themes.

The principles within each frame are:

- Privacy
- Privacy
- Control over Use of Data
- Consent
- Privacy by Design
- Recommendation for Data Protection Laws
- Ability to Restrict Processing
- Right to Rectification
- Right to Erasure

- Accountability
- Accountability
- Recommendation for New Regulations
- Impact Assessment
- Evaluation and Auditing Requirement
- Verifiability and Replicability
- Liability and Legal Responsibility
- Ability to Appeal
- Environmental Responsibility
- Creation of a Monitoring Body
- Remedy for Automated Decision

- Safety and Security
- Security
- Safety and Reliability
- Predictability
- Security by Design

- Transparency and Explainability
- Explainability
- Transparency
- Open Source Data and Algorithms
- Notification when Interacting with an AI
- Notification when AI Makes a Decision about an Individual
- Regular Reporting Requirement
- Right to Information
- Open Procurement (for Government)

- Fairness and Non-discrimination
- Non-discrimination and the Prevention of Bias
- Fairness
- Inclusiveness in Design
- Inclusiveness in Impact
- Representative and High Quality Data
- Equality

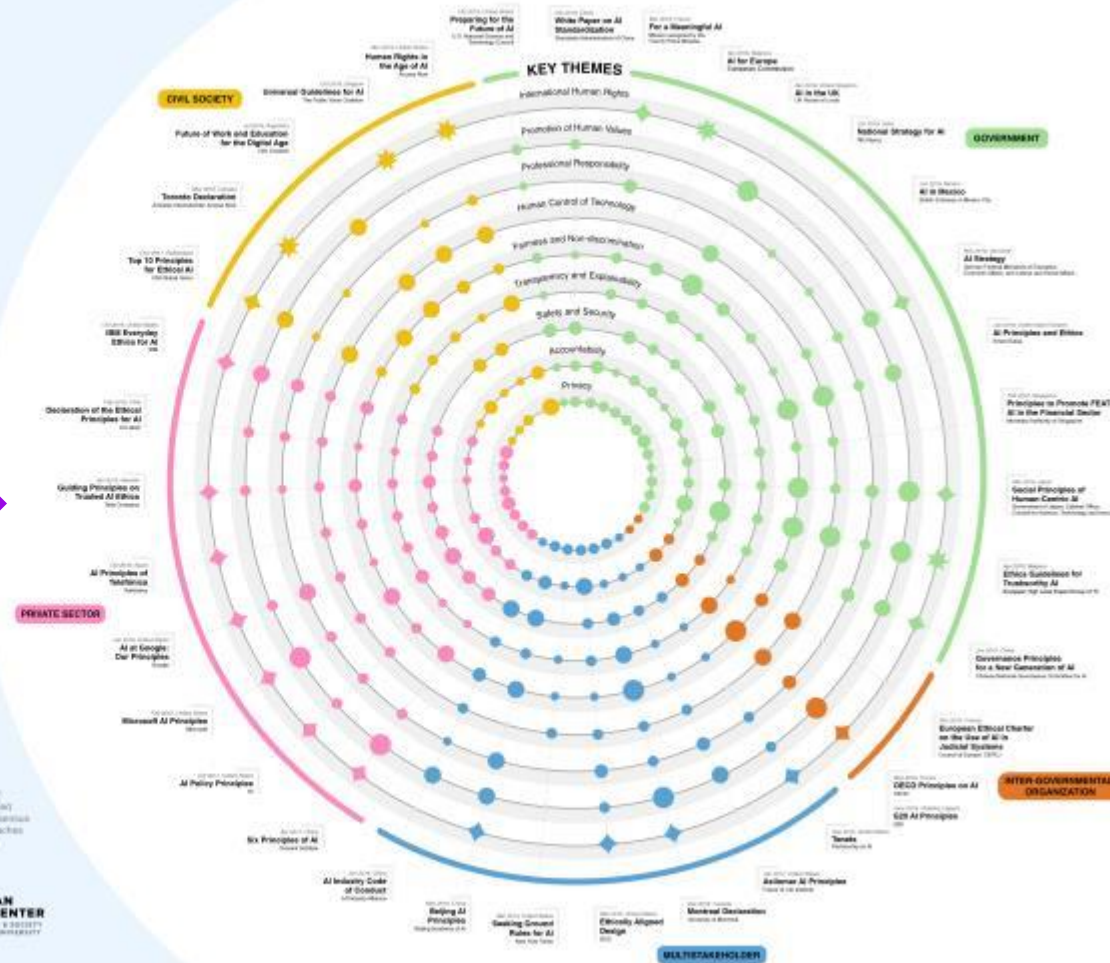
Human Control of Technology  
Human Control of Technology  
Human Review of Automated Decision  
Ability to Opt out of Automated Decision

- Professional Responsibility
- Multi-stakeholder Collaboration
- Responsible Design
- Consideration of Long-Term Effects
- Accuracy
- Isocratic Integrity

Promotion of Human Values:  
Leveraged to Benefit Society  
Human Values and Human Flourishing  
Access to Technology

Further information on findings and methodology is available in Principled Artificial Intelligence: Mapping Consensus in Ethical and Rights-Based Approaches (Dorreen Klein, 2020) available at [cyber.harvard.edu](http://cyber.harvard.edu).

**BERKMAN  
KLEIN CENTER**  
FOR INTERNET & SOCIETY  
AT HARVARD UNIVERSITY



## 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

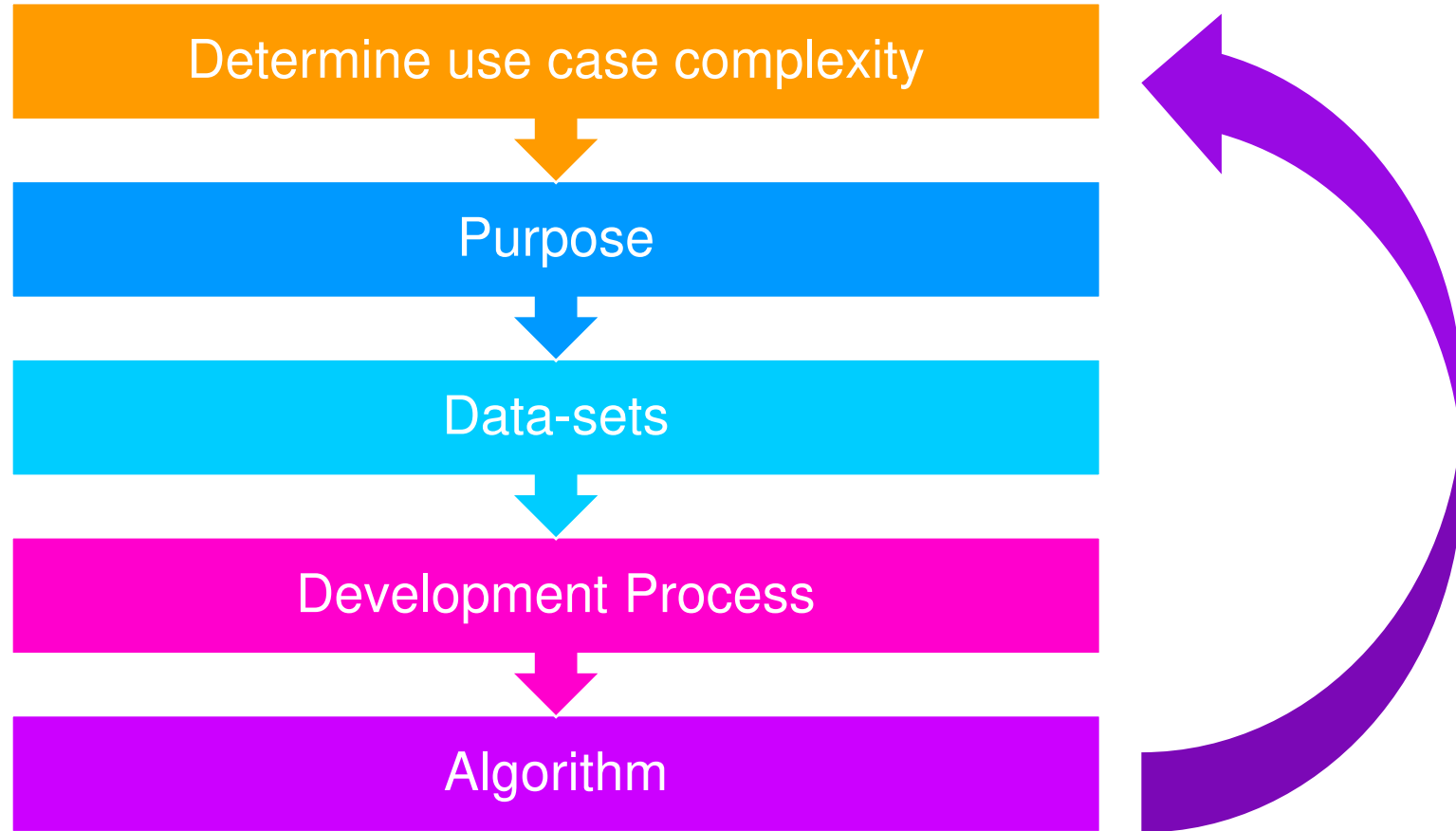
## Assessment

- 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.

# 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 as 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





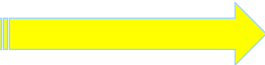
# THANK YOU!



Internal

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

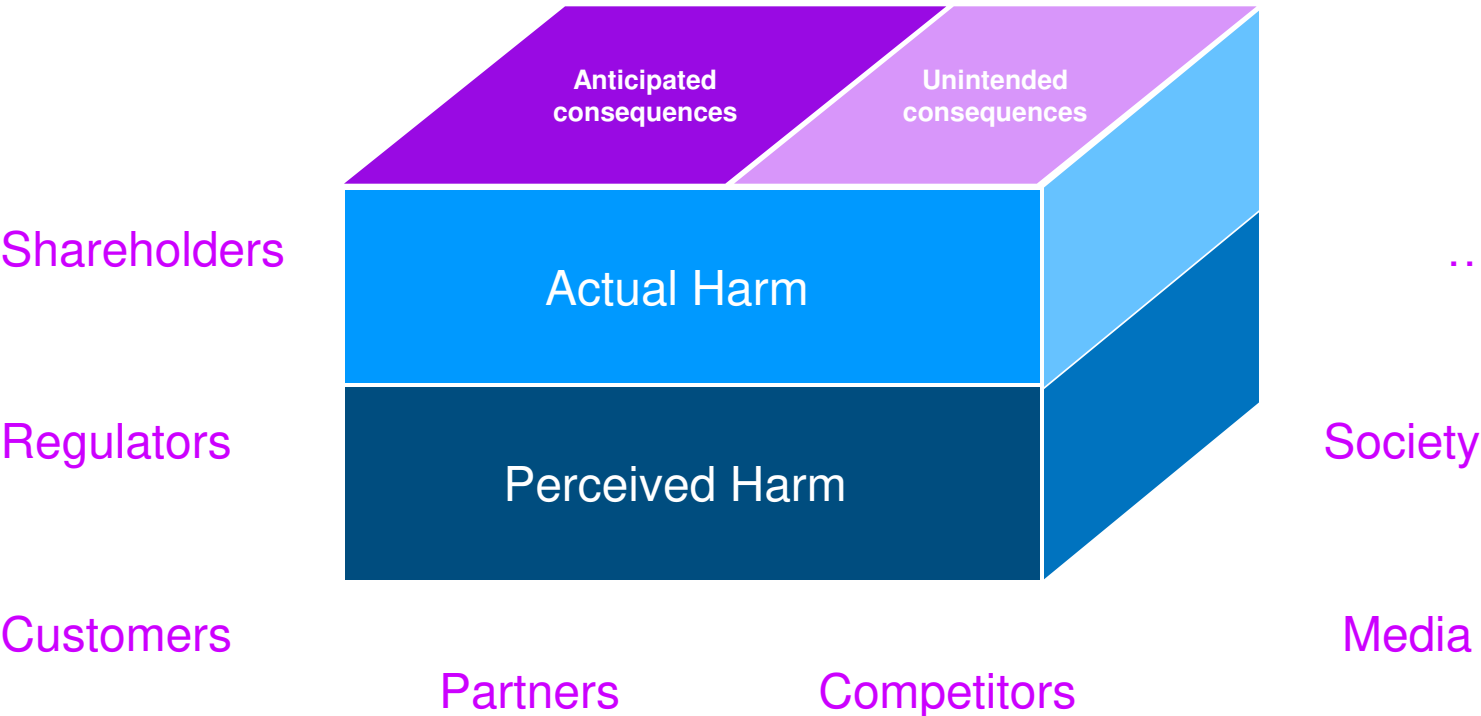
AI Ethics = Digital Ethics



Innovation

Startups

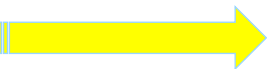
Established  
Businesses





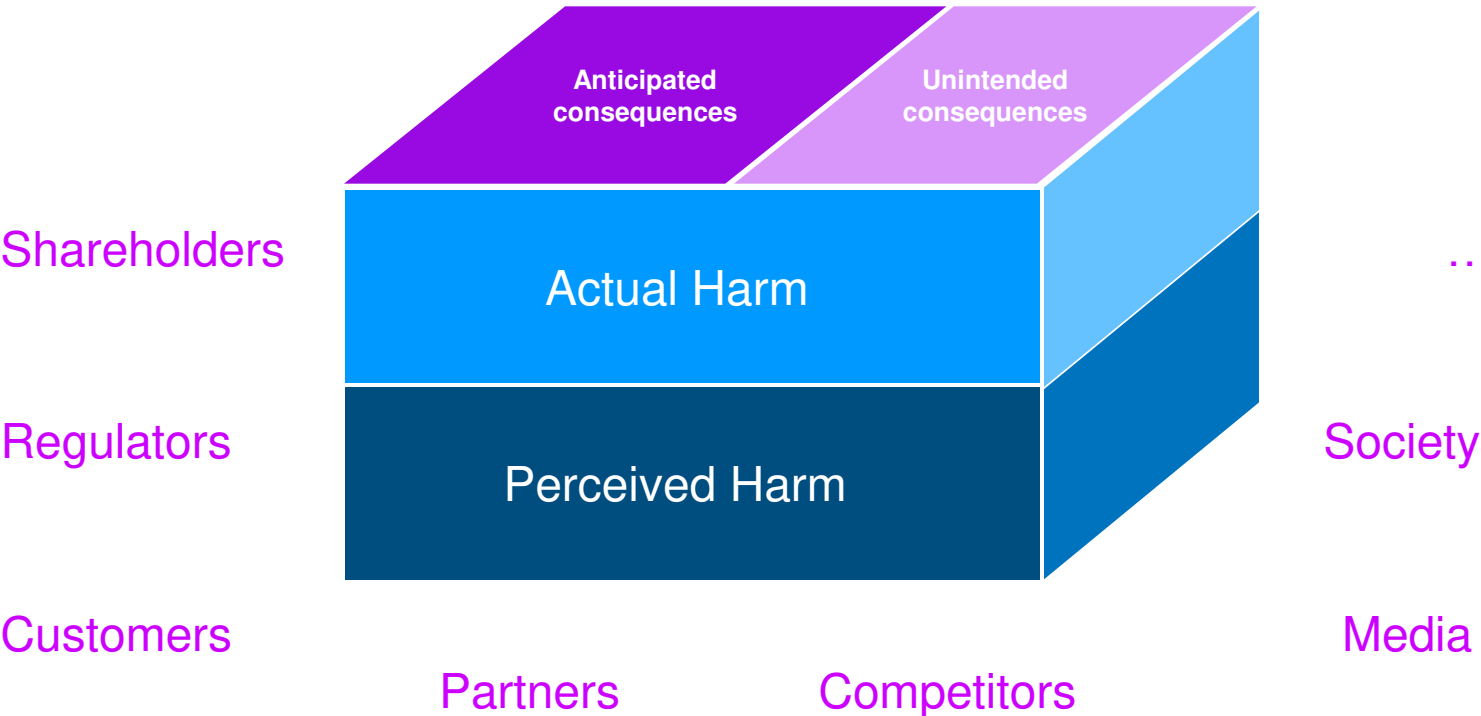
# Should AI/Digital Ethics be treated as a compliance activity?

AI Ethics = Digital Ethics



Innovation  
Startups

Established  
Businesses



- **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