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How do we use
AI ethically and
transparently?



AI has a tremendous **power** for good if used ethically.

How do we make sure to maintain **an ethical** and equitable approach to AI adoption?



How do we avoid **Ai** adoption pitfalls such as “**black box**” unaccountability and lack of responsibility for erroneous decision making?

How do we ascertain
definitively that our
data governance
practices and
“human in the loop”
safety features are
adequate and sufficient?



As **we implement AI** into more and more components of our overarching sustainability, how do we prevent workforce displacement or degradation while simultaneously protecting intellectual property?



As AI continues to advance, there will inevitably be new ethical challenges and obstacles that we have not even considered yet.

How do we keep abreast of these challenges and stay on the cutting edge of **ethical AI usage**?



The SIMBA

