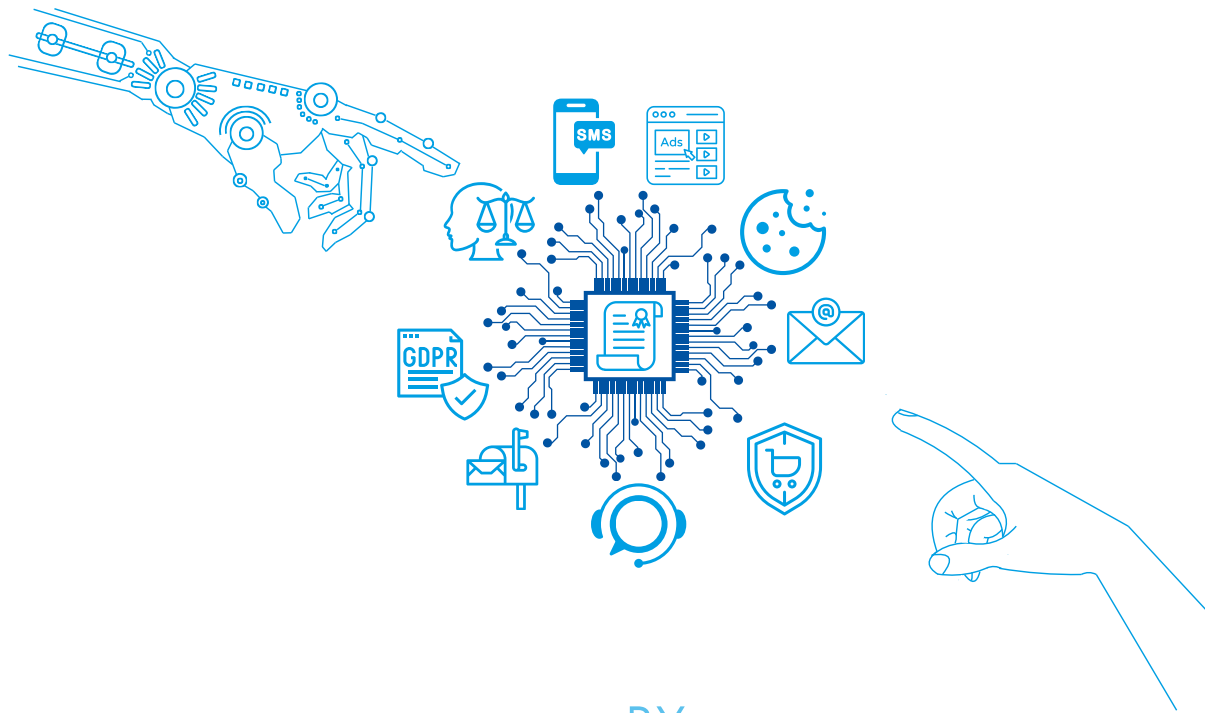


Ethical AI-Powered Marketing Charter



BY

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Introduction

In the rapidly evolving landscape of marketing, the integration of Artificial Intelligence (AI) has brought about unprecedented opportunities for innovation and efficiency. However, as we harness the power of AI, it is imperative to establish a framework that ensures ethical practices, protects consumer rights, and promotes responsible use. This Ethical Charter for AI-Powered Marketing is designed to guide organizations in leveraging AI technologies while upholding core values of trust, transparency, and integrity. The Ethical AI-Powered Marketing Charter aligns with relevant European legal requirements, particularly with the applicable data protection and privacy legislation where the use of AI involves personal data. By adhering to these principles, in conjunction with their application, we aim to transform marketing into a force for good, fostering meaningful connections and driving positive societal impact.

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HUMAN-CENTRIC AI



1.1 Human Oversight

Principle: AI systems should empower individuals, providing transparent information on system decisions to support informed, impactful choices without exhaustive technical explanations. Oversight mechanisms should prioritize transparency, user relevance, and accountability.

Application: Implement oversight and accountability mechanisms as needed by the level of impact of the AI systems on individuals and society.

1.2 Respect for User Autonomy

Principle: Respect for individual decisions and privacy must be central. Enhance customer autonomy without undermining it.

Application: With due regard to the state of the art, provide customers control over their direct interactions with AI-driven systems, including data sharing and AI-driven decisions.

1.3 Transparency & Accountability

Principle: Operate AI systems with transparency and explainability, ensuring decisions are understandable by those affected.

Application: With due regard to the state of the art, provide context-appropriate transparency, and explain how AI systems affect decisions and outcomes that can significantly impact individuals.

1.4 Positive Consumer Experience

Principle: Ensure AI benefits customers, and enhances their experience while mitigating risks of adverse substantial impact.

Application: Design AI systems that prioritize customer welfare and enhance user experience, avoiding manipulative practices.

1.5 Uphold for Consumer Rights

Principle: Use AI to uphold and advocate for consumer rights.

Application: Ensure that the use of AI upholds and advocates for consumer rights. Implement AI solutions that monitor compliance with consumer protection laws and provide tools for issue resolution.

ETHICAL, FAIR & INCLUSIVE AI



2.1 Ethical Development & Deployment

Principle: Ensure that AI tools are developed and deployed responsibly, in line with ethical guidelines and best practices, considering ethical implications from the start.

Application: Involve ethicists and diverse stakeholders in the development process and follow industry best practices.

2.2 Ethical Marketing Practices

Principle: Commit to ethical marketing that respects user autonomy and societal values. Avoid practices that could manipulate or mislead, while offering transparency and integrity to build trust.

Application: Prevent the use of data or algorithms that could mislead or exploit consumers. Regularly review campaigns for ethical compliance and ensure that data and algorithms are not used in ways that could mislead, exploit, or cause harm to consumers.

2.3 Fairness & Non-Discrimination

Principle: AI systems must mitigate risks of biases that can lead to discrimination against individuals or groups, fostering equality and diversity.

Application: Regularly audit and update AI algorithms to identify and reduce biases. Use diverse data sets to prevent favoritism.

2.4 Inclusivity & Diversity

Principle: Ensure AI systems do not perpetuate discrimination and are inclusive of diverse populations.

Application: Train AI models on diverse datasets and engage diverse groups in AI development processes.

2.5 Stakeholders Engagement

Principle: Incorporate diverse stakeholder perspectives to enhance the inclusivity, accountability, and transparency of AI systems, aligning technology with societal values.

Application: Conduct regular consultations with a broad range of stakeholders, including consumers and ethicists, to integrate diverse insights into AI development and decision-making processes.

2.6 Continuous Improvement

Principle: Commit to ongoing learning and improvement of AI systems.

Application: Implement feedback mechanisms and regularly update AI systems based on new insights.

DATA RESPONSIBILITY



3.1 Privacy & Data Protection

Principle: Uphold high standards of data privacy and security by implementing robust measures to protect personal data.

Application: Implement comprehensive data protection strategies that include encryption, pseudonymization, anonymization, and other Privacy Enhancing Technologies (PETs) to safeguard personal data. Use a flexible approach to privacy protection, recognizing that different types of data processing may require different PETs. Regular audits and updates to these technologies should be performed to adapt to evolving security threats. This comprehensive approach will help protect personal data from unauthorized access, breaches, and loss, ensuring the privacy and security of individuals.

3.2 Data Integrity & Quality

Principle: Maintain the accuracy and reliability of data used by AI systems.

Application: Regularly audit data sources and algorithms, ensuring data relevance and accuracy.

3.3 Data Minimization

Principle: Collect only necessary data for specific, ethical purposes.

Application: Critically evaluate data requirements and collect only essential data.

3.4 Data Security

Principle: Protect data against unauthorized access, breaches, and loss.

Application: Use robust encryption methods, secure data storage solutions, and continuous monitoring of data security to prevent breaches and data leaks.

3.5 Purpose Limitation

Principle: Use AI only for its intended, ethically justified purposes.

Application: Clearly define and document the purposes of AI in marketing strategies and regularly review them to align with ethical standards.

ACCOUNTABILITY



4.1 Transparent Reporting

Principle: Maintain transparency in AI use and outcomes.

Application: Develop clear reporting mechanisms and make reports accessible to all stakeholders.

4.2 Audit and Compliance Mechanisms

Principle: Maintain rigorous adherence to ethical standards and regulations through regular audits and compliance checks.

Application: Implement periodic internal and external audits to assess compliance, adjust AI practices based on findings, and integrate ongoing compliance monitoring into corporate governance.

SUSTAINABILITY



5.1 Sustainability

Principle: Adopt AI solutions that are sustainable and minimize environmental impact.

Application: Optimize AI algorithms for energy efficiency and choose green technologies, including energy-efficient hardware, green data centers and providers. Commit to using AI to promote responsible consumption, ethical practices, and comprehensive sustainability, encompassing environmental, social, and economic dimensions.

5.2 Responsible Consumption

Principle: Promote responsible consumption through AI-driven marketing.

Application: Provide accurate product information and tailor recommendations to align with sustainable consumption practices. This section aligns with European consumer protection laws that emphasize the right to accurate information and fair marketing practices. AI-driven recommendations should not only be accurate but also ethically responsible, promoting sustainable and honest consumption choices.

5.3 Community Engagement & Support

Principle: Enhance community engagement and support through AI.

Application: Use AI to identify community needs and facilitate human interaction.

Regular updates

FEDMA aims to regularly update and review this Ethical Charter to ensure its continued relevance and effectiveness. Updates will be made in response to technological advancements, feedback from association members, insights from FEDMA Working Group on AI, and proposals from other self-regulatory bodies. We will also align our updates with legislative changes at the European level. This process will help us maintain a charter that not only meets current standards but also anticipates future challenges and opportunities in ethical AI marketing.

Suggestions for Marketers going Beyond the Charter

► Advanced Accessibility Efforts

Develop AI solutions that comply with accessibility standards and are pioneers in creating more user-friendly interfaces. Include accessibility in the innovation process, not just as a compliance checkbox.

► Proactive Environmental Sustainability

Integrate environmental considerations deeply into AI strategies. This could involve using AI to optimize energy use in digital marketing operations or preferring partners who use green data centers.

► Transparency Reports

Publish regular transparency reports that detail AI usage, compliance with ethical standards, and impacts on users and society. These reports should be easily accessible and understandable to the general public.

► Diversity and Inclusion Leadership

Lead by example in diversity and inclusion, not only in your marketing practices but also in your team composition. Foster an inclusive culture that values diverse perspectives, particularly in AI development teams.

► Crisis Response and AI Ethics

Develop a specific crisis response plan that includes ethical considerations for AI mishaps. This should outline steps to mitigate harm, communicate transparently with stakeholders, and remediate issues efficiently.