

## QAI ETHICAL PRINCIPLES

At QA we aim to (i) leverage AI to pioneer a unique learning experience for our clients, learners and students that cannot be replicated and to (ii) expedite data driven decisions strategic decisions that elevate standards and drive performance. To support these aims, we've developed a set of ethical principles which provide the framework for how we use, develop or implement AI throughout the QA Group.

### 1. We will aim to ensure human oversight and explainability over AI.

We will aim to ensure that our AI is subjected to the appropriate direction, control and oversight by a human. We will develop AI which allows the end user to give appropriate feedback and provide relevant explanations.

### 2. We will aim to ensure fairness and representation in the input and output of AI.

We understand that AI algorithms and data sets can have the effect of reducing, reinforcing or reflecting unfair bias. We will seek to avoid any unfair bias within our AI systems by rigorously testing any AI applications which are used, implemented, or developed within QA.

### 3. We will aim to incorporate privacy and data governance into our application of AI.

We will aim to incorporate all relevant privacy policies and principles into any development, implementation, and use of AI applications to ensure that there are the appropriate safeguards and control over use of the data. We will aim to give the opportunity for notice and/or consent over any use of a user's data by an AI tool.

### 4. We will aim to be transparent in our use of AI.

We will seek to disclose when a user is interacting with an AI tool or where we have used any content created by an AI application.

### 5. We will aim to be accountable in our use of AI.

We have various mechanisms in place to ensure responsibility and accountability for AI used, implemented, or developed by QA, including redress mechanisms, for the duration of the AI's lifecycle.

### 6. We will aim to ensure the safety and security of AI's application.

We will continue to develop and incorporate processes into our monitoring and evaluating of AI to ensure that the AI is secure and reliable throughout the AI's lifecycle. We will ensure that any AI developed by QA has the necessary safeguards in place to ensure the AI is not used for harmful purposes.

### 7. We will take into account social and environmental factors in our development and application of AI.

We will seek to monitor and measure, to the extent reasonably possible, the social and environmental impact of all AI implemented, used, or developed by QA.

