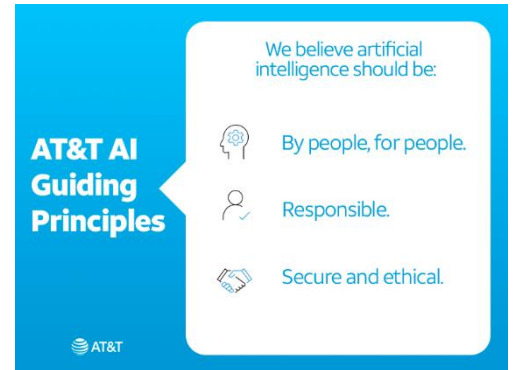# AT&T AI Guiding Principles

Revised: June 2023

Artificial Intelligence (AI) is a non-human system miming human intelligence. But another term is equally important: **Ethics**. It's a system of moral standards and human values. It still belongs to people, and people still have responsibility for the outcomes generated by AI.

We believe AI can empower people and benefit society. This will require careful oversight – of the data used, the goals set, the algorithms deployed, and the ethics enforced. With these safeguards, AI can responsibly boost human potential to new heights.

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1. ## By People, For People
   We incorporate human oversight into AI. *With people at the core, AI can enhance the workforce, expand capability, and benefit society as a whole.*

2. ## Responsible
   We act responsibly *and build appropriate frameworks to design, develop, and deploy AI in a transparent and controllable manner.*

3. ## Secure and Ethical
   We are grounded in ethics, safety, and values *at every stage of AI, including our privacy principles and security safeguards.*

Design: We use varied, validated datasets and diverse human input to achieve objectives.

Development: We use a transparent approach to algorithms that includes safeguards.

Deployment: We monitor outcomes to ensure accuracy and help minimize biases.

These **may seem simple and common sense**. But as AI leaders, we believe **their importance can't be overstated**. These principles will **guide our decisions from design to deployment**.

Here's a hypothetical example: AI can make our network more efficient. It reduces power needs and physical duplication by offering fast and smart routing decisions. But what if a new algorithm to skirt outages kept favoring urban customers at the expense of rural ones? Not on purpose – but as an unintended consequence.

No organization will be perfect, but that's what humans must try to anticipate, catch, and repair. The people who run AI decide on the data used, the goals set, the algorithms deployed, and the outcomes monitored.

We're committed to doing it right. When outcomes are owned by people, no one should be able to claim, "The machine did it."