PEAs in Pods
Community | Engagement | Research

The People's Charter for Artificial Intelligence

UKRI
Engineering and Physical Sciences Research Council

Contents

Introduction to the Charter

What is the People's Charter for Artificial Intelligence?

As part of a project known as PEAs in PODs[1], community members in Levenshulme (Greater Manchester) and Ordsall (Salford) have co-produced a People's Charter for Artificial Intelligence. The charter consists of ten principles which organisations should adhere to when providing public services and products that use Artificial Intelligence-based systems.

Who is the Charter for?

The charter is for every person who engages with a computer-based / digital service that uses Artificial Intelligence and for organisations that wish to ensure their services are fair and accessible to everyone. The presence of the charter's logo will signify an organisation's commitment to good practice.

What are the aims of the Charter?

•   To ensure that everybody has the opportunity to ask questions about the use of any Artificial Intelligence that impacts them.

•   To uphold a person's rights when interacting with an Artificial Intelligence-based system.

•   To ensure organisations let people know when they are using an Artificial Intelligence-based system and what they are using it for.

•   To ensure communication about the use of Artificial Intelligence is in simple, jargon free language which is inclusive and accessible to all.

•   To explain to people how and why a decision has been made by an Artificial Intelligence-based system.

•   To protect a person's data and be clear about how it will be used in an Artificial Intelligence-based system.

•   To guarantee that people have the right to choose whether to use a specific Artificial Intelligence-based system and be given the opportunity to alternatively choose to interact with a human.

Principles of the Charter

1.   When Artificial Intelligence is used in an application it should maintain **consistent** standards of service across different communities and user groups.

2.   Communities and individuals should be given the opportunity to be **consulted** before the implementation of Artificial Intelligence-based systems that could impact them.

3.   Organisations need to be open and transparent about **how** they use people's data when it is used by an Artificial Intelligence-based system to make decisions about them.

4.   Organisations need to be open and transparent on **when** they use Artificial Intelligence in decision making.

5.   Organisations are responsible and accountable for explaining **why** a decision has been made by an Artificial Intelligence-based system.

6.   When Artificial Intelligence is used in decision making, decisions should always be **fair and avoid discrimination** against any group or individual.

7.   Organisations should have a duty of care to **communicate** when a decision made by an Artificial Intelligence-based system is wrong and to provide clear and simple information on how to lodge a complaint.

8.   Organisations should state the **benefits and risks** of using any Artificial Intelligence-based system.

9.   People should have the freedom to **choose** whether to engage with a computer-based service or opt for human assistance.

10.   Applications and services that use Artificial Intelligence-based systems should be **accessible** to everyone.

Infographics of the 10 Principles of the People's Charter for Artificial Intelligence can be found on the project website (for download) and are currently available in English, French, Polish, Spanish and Urdu.

The People's Charter for Artificial Intelligence in Practice

What does good look like to the people?

This section provides suggestions for good practice which could be used to practically demonstrate what an organisation has put in place to demonstrate the principle.

Principle 1 - When Artificial Intelligence is used in an application it should maintain consistent standards of service across different communities and user groups.

What does good look like?

• Organisations should have commitment to human oversight of the Artificial Intelligence-based system to ensure consistent standards of service for everyone.

• People should always have a human available to speak to.

• Organisations should have a pilot version of the Artificial Intelligence-based system, and test and engage with a representative sample of humans.

• Organisations should be transparent about the use of Artificial Intelligence and who the stakeholders are.

• The use of Artificial Intelligence in an online application should be reliable and adhere to the Service Standard 14[2] – Operational of a reliable service for everyone.

• Organisations should set performance metrics[3] for any service that uses Artificial Intelligence and publish regular performance data.

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[2] https://www.gov.uk/service-manual/service-standard/point-14-operate-a-reliable-service
[3] How to set performance metrics for your service - Service Manual - GOV.UK (www.gov.uk)

Principle 2 - Communities and individuals should be given the opportunity to be consulted before the implementation of Artificial Intelligence-based systems that could impact them.

What does good look like?

• Organisations that are considering using Artificial Intelligence[4] in public services could host a People's Panel for Artificial Intelligence to present the case to members of the community and obtain feedback. Organisations should then demonstrate they have acted on the feedback.

• Organisations could choose to involve members of the community through the development or procurement of a product or service that uses Artificial Intelligence. They could send letters out to people in the communities to register interest. This should be inclusive and representative.

• Artificial Intelligence is difficult to many people but should not be a barrier for a person to take part in a consultation. It is the responsibility of the organisation to communicate in simple language without jargon.

• Consequence scanning[5] on specific uses of Artificial Intelligence could be undertaken by the organisation with community representatives.

[4] https://www.mmu.ac.uk/sites/default/files/2023-05/PPfAI-ToR-V6.pdf
[5] https://doteveryone.org.uk/project/consequence-scanning/

Principle 3 - Organisations need to be open and transparent about how they use people's data when it's used by an Artificial Intelligence-based system to make decisions about them.

What does good look like?

• Organisations should provide a clear statement on what data is used in developing any Artificial Intelligence-based system. This may be data obtained from a person using their service or product (including but not limited to personal data). Information about how data is used should be easily accessible on a website or printed and made available on request.

• There should be a clear statement on what data an organisation keeps, what it is used for (e.g. training an Artificial Intelligence-based system, marketing etc.) and how long they keep the data for.

• Terms and conditions should highlight the key messages in jargon free language, stating how they use a person's data. This could be as a pop-up, allowing a person the option to read the full terms and conditions.

• Organisations should provide opportunities (where possible) to meet in person within their offices and provide a clear explanation of how they are going to use a person's data.

• Organisations should state how a person's data is used to inform any kind of automated decision making.

Principle 4 - Organisations need to be open and transparent on when they use Artificial Intelligence in decision making.

What does good look like?

- Organisations need to be transparent about whether a human is involved when Artificial Intelligence is used in decision making. Is a decision 100% made by the Artificial Intelligence-based system or 50% human and 50% Artificial Intelligence? Human oversight should always be provided. In circumstances when an incorrect decision is made by an Artificial Intelligence-based system, oversight may be needed from an independent panel.

- A simple statement such as "Artificial Intelligence is used in decision making" could be provided, followed by a question "Are you happy to proceed?". If a person chooses "yes", they opt into an instant decision made by Artificial Intelligence. If they choose "no", they are directed to a human, even if this means a delay in getting a response from the service. Any delays in response from the service should be clearly communicated but for some people the human option is more important than time.

- Organisations should provide a brief summary (no jargon) of where Artificial Intelligence is used in any services and applications that can impact people. This could include:

    o What is the accuracy of the Artificial Intelligence-based system (how often it gets it right and wrong) compared with a human?

    o A description of the data set that has been used on create the Artificial Intelligence-based system.

Principle 5 - Organisations are responsible and accountable for explaining why a decision has been made by an Artificial Intelligence-based system.

What does good look like?

•   People would like to know why a decision was made and what data was used to make the decision. If the wrong data has been used in the decision making, then the outcome will be incorrect.

•   Organisations should ensure that their Artificial Intelligence-based system:

   o   Explains like a human.

   o   Provides accurate and correct information on how the Artificial Intelligence-based system makes a decision.

   o   Provides different levels of explanation to a person based upon their request and their level of understanding.

   o   Explains how an individual decision about a person was made based on data they have provided.

   o   Explains why a person has been denied a service based on data they have provided.

   o   Provide an option where a human gives the explanation.

Principle 6 - When Artificial Intelligence is used in decision making, decisions should always be fair and avoid discrimination against any group or individual.

What does good look like?

• Organisations should not use any data in training an Artificial Intelligence-based system that could lead to discrimination.

• An independent body should regularly monitor and audit the "models" and the data that is used to create them, when they are used in automated decision-making. Organisations should be asked to provide evidence that audits have taken place.

Principle 7 - Organisations should have a duty of care to communicate when a decision made by an Artificial Intelligence-based system is wrong and to provide clear and simple information on how to lodge a complaint.

What does good look like?

• When a complaint is made, humans should always be involved at every level. A user forum could be created to see if the mistake is a common problem.

• The person in the organisation who handles the compliant should know how the Artificial Intelligence-based system works and how it made the decisions or direct the complainant to someone who does understand the Artificial Intelligence-based system. They need to know what the system does and how they can put it right.

• Organisations should provide clear step-by-step processes on how any individual affected by wrong decisions made by Artificial Intelligence could report it.

• Organisations should ensure that they communicate in detail the implications of wrong decisions to the individual affected in a set time frame. They should state what they will do in the future to make sure the same problem does not happen again. They should also admit they have made a mistake, as they are accountable.

• If the complaint is not resolved, the organisation has a responsibility to provide information on how to lodge a complaint with a national supervisory authority.

• Communication with people should be via a person, on the telephone, and/or email. Information should be accessible to all (e.g., audio, braille, accessible images, large print etc).
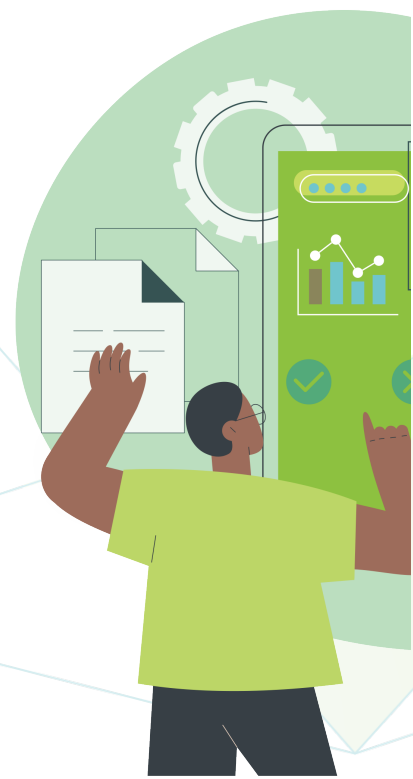
Principle 8 - Organisations should state the benefits and risks of using any Artificial Intelligence-based system.

What does good look like?

• The pros and cons of using an Artificial Intelligence-based system should be clearly communicated so a person can choose whether they would like to use the service; recognising that the situation is not the same for everyone. This could be achieved using an "Artificial Intelligence-based system Information Sheet", similar to a Patient Information Sheet required by law to accompany any medication.

• Humans can also make mistakes in decision making and this should be stated.

• An organisation should carry out consequence scanning of their Artificial Intelligence-based service. The positive and negative consequences of using the Artificial Intelligence-based systems from a consumer perspective (plus any mitigations that the organisation has put in place) should be visible and accessible on the organisations website.

• The organisation should regularly utilise a People's Panel for Artificial Intelligence[6] and/or have rotational and representative members of the public on their advisory boards to ensure consultation of existing and new Artificial Intelligence-based applications.

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[6] https://www.mmu.ac.uk/sites/default/files/2023-05/PPfAI-ToR-V6.pdf

Principle 9 - People should have the freedom to choose whether to engage with a computer-based service or opt for human assistance.

What does good look like?

• Organisations should always give people a choice of whether they wish to access a computer-based service digitally or through contact with a human. There should always be a human option.

• A person should be given the same level of service regardless of their choice.

• Clear human contact information (email address or phone number) should be visible and easily accessible (not buried on a webpage or behind chatbots).

Principle 10 - Applications and services that use Artificial Intelligence-based systems should be accessible to everyone.

What does good look like?

• Applications and services that use Artificial Intelligence should be accessible to everyone.

• An organisation should always communicate information in jargon free and simple language using the Easy Read format [7]. The reading age of people should be considered.

• Information and explanations about how personal data and Artificial Intelligence is used should be available in multiple languages and be made available in accessible formats (audio, braille, accessible images, large print etc).

• Hard copy requests for information should be made available on request.

[7]Accessible communication formats - GOV.UK (www.gov.uk)

Work towards achieving the Principles of the People's Charter

Step 1: To take the Pledge.

We are inviting organisations to take a pledge to work towards achieving all principles of the People's charter, recognising that it is a challenge.

The organisation should send an email to **ai.ethics@mmu.ac.uk** with a formal request stating that they wish to take the Pledge by including the following statement:

"[insert Organisations name] pledges to work towards achieving the principles of the People's Charter for Artificial Intelligence by [insert date]."

The organisation will receive the Peoples Charter for Artificial Intelligence logo (shown below), with the word PLEDGE and the year the pledge was taken.

This logo can be displayed on the organisation's website and is valid for up to 2 years.

After a maximum of 2 years, the organisation should be able to sign the charter (step 2), or the logo will be removed from the organisation's website.
The organisation may also opt to have their logo displayed on the PEAs in PODs project website.

The organisation is responsible for providing an authorised signatory to take the pledge.

Step 2: To sign the Charter.

We are inviting organisations to sign the charter once they can demonstrate that they can achieve all the principles of the People's Charter for Artificial Intelligence.

Signing the charter demonstrates that wellbeing and requirements of humans is central to service and product design within the organisation. There is also commitment to a long-term strategy to verify continued, meaningful public engagement on how Artificial Intelligence is used to benefit individuals and society.

The organisation should send an email to **ai.ethics@mmu.ac.uk** with a formal request that they wish to sign the charter.

To sign the charter, an organisation should be able to provide evidence / examples of how they meet all ten principles. An authorised person within the organisation would present this evidence to a member of the PEAs in PODs team. The organisation will receive the People's Charter for Artificial Intelligence logo (shown below), with the word CHARTER and the year.

CHARTER 2024

The People's Charter for Artificial Intelligence

Signing the Charter would allow the People's Charter for Artificial Intelligence logo (shown below) to be proudly displayed on the organisation's website as a sign of their continued commitment to the principles of the charter.

The organisation may also opt to have their logo displayed on the PEAs in PODs project website.

The organisation is responsible for providing an authorised signatory to sign the Charter.

Acknowledgements

Appendix

The People's Charter for Artificial Intelligence
Principles of the Charter

For more information

The People's Charter for Artificial Intelligence

1 When Artificial Intelligence is used in an application it should maintain **consistent** standards of service across different communities and user groups.

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4 Organisations need to be open and transparent on **when** they use Artificial Intelligence in decision making.

5 Organisations are responsible and accountable for explaining **why** a decision has been made by an Artificial Intelligence-based system.

6 When Artificial Intelligence is used in decision making, decisions should always be **fair and avoid discrimination** against any group or individual.

7 Organisations should have a duty of care to **communicate** when a decision made by an Artificial Intelligence-based system is wrong and to provide clear and simple information on how to lodge a complaint.

8 Organisations should state the **benefits and risks** of using any Artificial Intelligence-based system.

9 People should have the freedom to **choose** whether to engage with a computer-based service or opt for human assistance.

10 Applications and services that use Artificial Intelligence-based systems should be **accessible** to everyone.

La Charte du Peuple pour l'intelligence artificielle
Les Principes de la Charte

The People's Charter for Artificial Intelligence

1 — Quand l'intelligence artificielle est appliquée, elle doit rester **consistante** au standard duservice à travers toutes différentes communautés et groupes d'utilisateurs.

2 — Les communautés et les individus devraient avoir la possibilité d'être **consultés** avant l'implémentation du système basé d'intelligence artificielle qui pourraient les impacter.

3 — Les organisations doivent rester ouvertes et transparentes sur **comment** elles utilisent les données des individus dans leur système basé sur l'intelligence artificielle pour prendre des décisions les concernant.

4 — Les organisations doivent rester ouvertes et transparentes **quand** elle utilisel'intelligence artificielle pour prendre des décisions.

5 — Les organisations sont responsables d'expliquer **pourquoi** une décision a été réaliséepar un système basé sur l'intelligence artificielle.

6 — Lorsque l'intelligence artificielle est utilisée pour prendre une décision, les décisions doivent toujours être **équitables et éviter la discrimination** contre tout groupe ou individu.

7 — Les organisations devraient avoir un devoir de diligence pour **communiquer** lorsqu'une décision basée sur un système d'intelligence artificielle est fausse. Pour ensuite fournir des informations claires et simples pour pouvoir déposer une plainte.

8 — Les organisations devraient indiquer les **avantages et les risques** de l'utilisation de tout système basé d'intelligence artificielle.

9 — Les individus devraient avoir la liberté de **choisir** de s'engager avec un service informatique ou opter pour une assistance humaine.

10 — Les applications et services qui utilisent des systèmes basés sur l'intelligence artificielle devraient être **accessibles** à tous.

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The People's Charter for Artificial Intelligence

مصنوعی ذہانت / آرٹیفیشل انٹیلیجنس کے لیے عوامی منشور

مصنوعی کے اصول

1 مصنوعی ذہانت کو جب کسی اپلیکیشن میں استعمال کیا جائے تو اسے مختلف برادری اور صارف گروہوں میں خدمت کے مستقل معیار کو برقرار رکھنا چاہیئے۔

2 مصنوعی ذہانت پر مبنی ایسا نظام جو برادری اور افراد پر اثر انداز ہو سکتا ہے اس کے نفاذ سے پہلے ان برادری اور افراد سے مشورے کا موقع دینا چاہیئے۔

3 مصنوعی ذہانت پر مبنی نظاموں میں لوگوں کے بارے میں فیصلے کرنے کے لیے استعمال ان کے اس بارے میں ہے ہمارے لیے ڈیٹا / کوائف سکس طرح استعمال شفاف اور واضح ہونا ضروری ہے۔

4 اداروں کو اس بارے میں کھلا اور شفاف ہونے کی ضرورت ہے کہ ہو فیصلہ سازی میں مصنوعی ذہانت کا استعمال کب کرتے ہیں

5 ادارے اس بات کی وضاحت کرنے کے لیے ذمہ دار اور جوابدہ ہیں کہ مصنوعی ذہانت پر مبنی نظام کے ذریعہ فیصلہ کی کوئی گئی ہے۔

6 مصنوعی ذہانت کا استعمال ایک نتاج ہے، تو فیصلے فیصلہ سازی میں مصنوعی منصفانہ ہونے اور کسی بھی گروہ کے خلاف امتیازی سلوک سے گریز کرنا چاہیئے۔

7 مصنوعی ذہانت پر مبنی نظام کے فیصلے میں غلطی ہونے کی صورت میں، ادارون کی ہی ذمہ داری ہونی چاہیئے کہ اس کی وضاحت اور شکایت درج کرانے کا آسان اور واضح طریقہ فراہم کرے

8 ادارون کو مصنوعی ذہانت پر مبنی کسی بھی نظام کے استعمال کے فوائد اور خطرات کو بیان کرنا چاہیئے۔

9 افراد کو انتخاب کا حق ہونا چاہیئے کہ ہو کمپیوٹر کی بنیاد پر خدمات کرنی ای انسانی معاونت کا حاصل سہارا لیں

10 مصنوعی ذہانت جج خدمات اور اپلیکیشن مبنی نظام کا استعمال کرتی ہے انہیں سب کے لیے قابل رسائی ہونی چاہیئے۔

La Carta Popular para la Inteligencia Artificial
Principios de la Carta

The People's Charter for Artificial Intelligence

1 Cuando se utiliza Inteligencia Artificial en una aplicación, debe de mantener estándares de servicio **consistentes** en diferentes comunidades y grupos de usuarios.

2 Se debe dar a las comunidades y a los individuos la oportunidad de ser **consultados** antes de la implementación de sistemas basados en Inteligencia Artificial que puedan afectarlos.

3 Las organizaciones deben ser abiertas y transparentes sobre **cómo** utilizan los datos de las personas cuando son utilizados por un sistema basado en Inteligencia Artificial para tomar decisiones sobre ellos.

4 Las organizaciones deben ser abiertas y transparentes **cuándo** utilizan la Inteligencia Artificial en la toma de decisiones.

5 Las organizaciones son responsables y de explicar **por qué** un sistema basado en Inteligencia Artificial ha tomado una decisión.

6 Cuando se utiliza la Inteligencia Artificial en la toma de decisiones, las decisiones siempre deben ser **justas y evitar la discriminación** contra cualquier grupo o individuo.

7 Las organizaciones deberían tener el deber de diligencia al **comunicar** cuando una decisión tomada por un sistema basado en Inteligencia Artificial sea incorrecta y de proporcionar información clara y sencilla sobre cómo presentar una queja.

8 Las organizaciones deben exponer los **beneficios y riesgos** de utilizar cualquier sistema basado en Inteligencia Artificial.

9 Las personas deberían tener la libertad de **elegir** si desean contratar un servicio informático u optar por la asistencia de una persona.

10 Las aplicaciones y servicios que utilizan sistemas basados en Inteligencia Artificial deberían ser **accesibles** para todos.

The People's Charter for Artificial Intelligence

Obywatelska Karta Sztucznej Inteligencji

Zasady Karty

1 Gdy w aplikacji wykorzystywana jest sztuczna inteligencja, powinna ona utrzymywać **spójne** standardy usług w różnych społecznościach i grupach użytkowników.

2 Społeczności i pojedyńcze osoby powinny mieć możliwość **konsultacji** przed wdrożeniem systemów opartych na sztucznej inteligencji, które mogłyby na nie wpłynąć.

3 Organizacje muszą zachować otwartość i przejrzystość na temat tego **w jaki sposób** używają dane ludzi, w sytuacjach gdy są one wykorzystywane przez system oparty na sztucznej inteligencji do podejmowania decyzji dotyczących tych osób.

4 Organizacje muszą zachować otwartość i przejrzystość w kwestii tego **kiedy** wykorzystują sztuczną inteligencje przy podejmowaniu decyzji.

5 Organizacje są odpowiedzialne za wyjaśnienie **dlaczego** decyzja została podjęta przez system oparty na sztucznej inteligencji.

6 Kiedy w procesie decyzyjnym wykorzystywana jest sztuczna inteligencja, decyzje powinny być zawsze **sprawiedliwe i unikać dyskryminacji** jakiejkolwiek grupy lub osoby.

7 Organizacje powinny mieć obowiązek **informować**, gdy decyzja podjęta przez system oparty na sztucznej inteligencji jest błędna, oraz przekazywać jasne i proste informacje na temat sposobu złożenia skargi.

8 Organizacje powinny określić **korzyści i ryzyko** związane z każdym zastosowaniem systemu opartego na sztucznej inteligencji.

9 Ludzie powinni mieć swobodę **wyboru** między korzystaniem z usług komputerowych lub z pomocy człowieka.

10 Aplikacje i usługi wykorzystujące systemy oparte na sztucznej inteligencji powinny być **dostępne** dla każdego.