Informed Solutions
AI Charter

Informed Solutions' mission is to deliver digital transformation that helps to make the world a smarter, safer, cleaner, and healthier place. We embrace the transformative potential that Artificial Intelligence (AI) offers and are optimistic and ambitious about using AI to help our clients achieve this mission.

This charter describes the principles we will follow to use and deliver AI solutions ethically, safely, and responsibly. These principles are the 'ground rules' that guide how we will work and behave – with our clients, partners, and each other – to realise the benefits that AI can offer, and to mitigate its risks.

01.

We will only use and deliver AI solutions that are consistent with our **mission** and **values**.

Our purpose is to deliver digital transformation to make the world a smarter, safer, cleaner, and healthier place. Our values are excellence, innovation, and integrity. We will only use and deliver AI solutions for this purpose, and we will always use and deliver AI in a way that upholds our values.

We will do this by:

1. Continuing to only bid for and deliver assignments that are consistent with our mission and that we are qualified to deliver;

2. Championing AI as a tool to complement human judgement and decision-making, not to replace it;

3. Remaining AI technology independent.
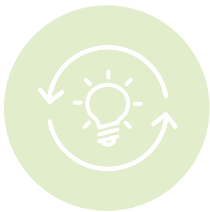
02.

We will put **ethics**, **safety**, **responsibility**, and **security** first.

We are committed to delivering AI solutions that our clients and citizens can have trust and confidence in. This means delivering AI solutions that are safe, secure, robust, transparent, and fair by design.

We will do this by:

1. Adhering to the values-focused principles of the UKs 'pro-innovation approach to AI regulation' and the EU AI Act, which put safety, security, robustness, transparency, and fairness first;

2. Identifying standards and best practice for implementing these principles;

3. Investing in an ISO 42001 certified AI management system that embeds best practice into our day-to-day work and tightly integrates AI assurance with our ISO 27001 certified information security and data protection assurance functions;

4. Establishing forums where staff can voice ideas and concerns openly.
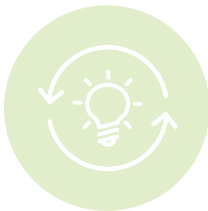
03.

We will take a **user centred** and **standards-based** approach to delivering **AI solutions.**

We are committed to delivering AI solutions that are based on a deep understanding of client and citizen needs, underpinned by exceptional service design, software engineering and data science.

We will do this through:

1. Ongoing user research so that the voices of our clients and citizens are heard and their needs are met;

2. Applying MLOps principles so that our User-Centred Design, Engineering, Operations, Data Science and Delivery Management disciplines work shoulder-to-shoulder to deliver safe, secure, robust, transparent, and fair AI solutions;

3. Applying tools and techniques – such as those set out by the AI Safety Institute, the Alan Turing Institute, the Information Commissioners Office, and the Central Digital and Data Office – to deliver AI solutions in the right way.
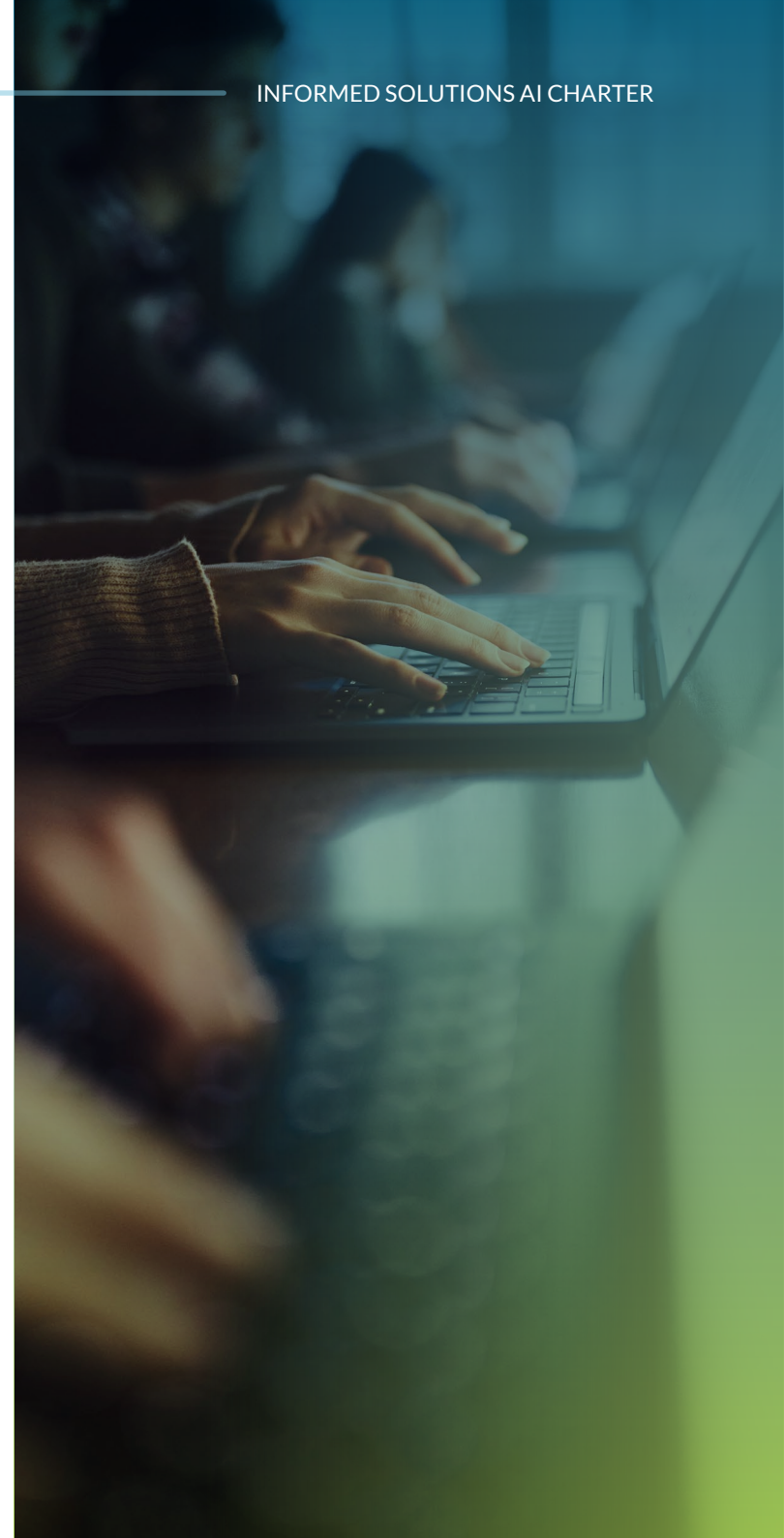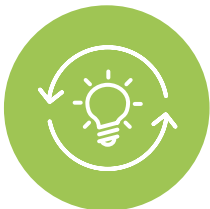
04.

We will invest in **continuous learning** so that we always use and deliver AI in **the right way**.

We are committed to constantly learning and developing the specialist skills, experience, and judgement necessary to use and deliver AI solutions ethically, safely, and responsibly.

We will do this by:

1. Assessing the impact that AI will have on the skills and experience that our staff need to perform their roles;

2. Defining the learning objectives that must be achieved to close any skills gaps;

3. Investing in learning pathways to achieve each learning objective, which will be delivered through our InformedACADEMY™ talent development framework.

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