

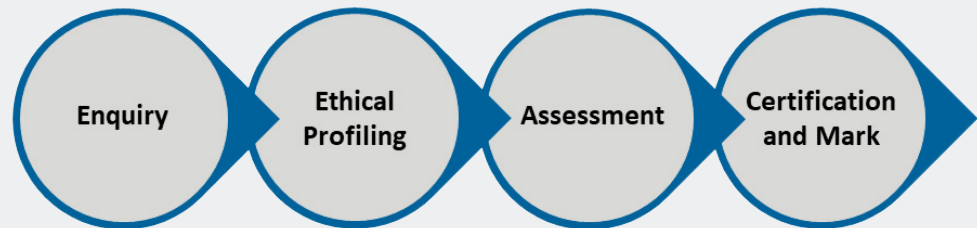
AI ETHICS CERTIFICATION

IEEE CertifAIEd product, service or system certification helps you:

- Project an image of responsibility and indicates to individuals and communities that your AI product, service or system supports their autonomy and freedoms
- Reduce liability and demonstrates that your organization has taken proactive measures in case there is an unforeseen event
- Increase adoption of your product, service, or system in areas that are sensitive to trust in AI
- Leverage IEEE's established brand and reputation

What to Expect

Experts are available to help guide you through the steps leading to an IEEE CertifAIEd mark:



1 ENQUIRY

An IEEE Authorized Assessor(s) meets with you to discuss your goals, expected outcomes, and any additional considerations for the assessment, such as timeframe, budget, and participating personnel. The product, service, or system to be assessed is identified and its concept of operations is described. During this stage, the project scope for the assessment and certification are agreed upon.

2 ETHICAL PROFILING

The IEEE Authorized Assessor(s) works with you to develop an Ethical Risk and Reward Profile, where both parties agree on the human / socio-technical values affected by the product, and their relative impacts to human, societal, and environmental well-being. Based on this activity, the product's ethical risk profile and the applicable criteria suite(s) are identified.

3 ASSESSMENT

The Assessor harvests and provides you with the appropriate criteria set based on your product's ethical risk profile and criteria suite(s). You then collect and submit evidence that demonstrates that your product meets each of the criteria provided. The Assessor helps you to clarify the ethical foundational requirements associated with each of the criteria, and provides feedback on the evidence provided. Based on the evidence and feedback, you submit a Case for Ethics document that details how your product demonstrates conformance with the applicable criteria.

4 CERTIFICATION AND MARK

Upon completion of an assessment, an IEEE Authorized Certifier conducts an independent and comprehensive review of the Case for Ethics document and related material and provides a detailed Assessment Report which may include suggestions for improvement. The Certifier validates the results then issues a certificate indicating that your product, service, or system has met the relevant ethical criteria. The Certifier grants you the IEEE CertifAIEd mark and adds you to the CertifAIEd registry.

For more information, contact us at certifai@ieee.org.