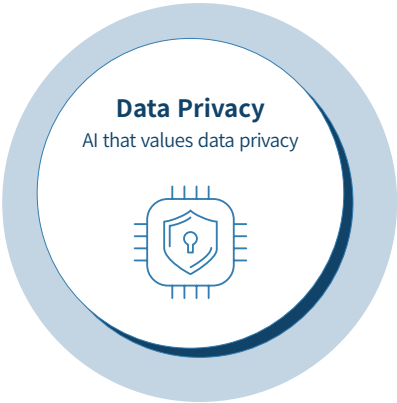# AI Ethics

NC AI Ethics Framework

As Artificial Intelligence (AI) is emerging as the paradigm of our time, NC needs to set principles and guidelines for technology development to ensure that AI technology remains human-centered and evolves as such. NC vows to doubly ensure that user data is protected and that no social bias is generated in developing AI technology, and that we design our AI technology in an easily understandable manner.
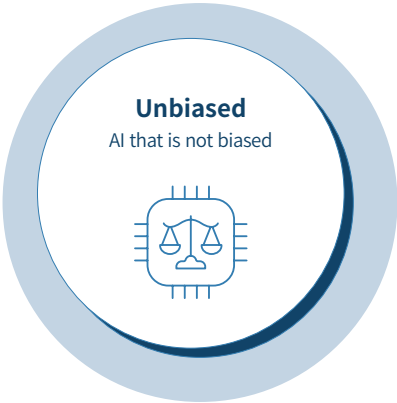This reasoning lies at the core of our NC AI Ethics Framework, and will be built into our technology development and operational process.
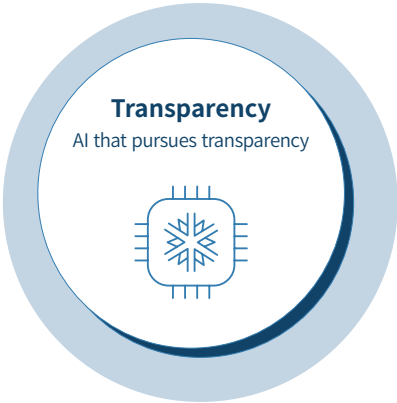
Core Values

Data Privacy
AI that values data privacy

Unbiased
AI that is not biased

Transparency
AI that pursues transparency

User privacy should be respected and all personal data should be protected in both its collection and application.

The development and application of AI technology should remain fair and free from any prejudices or biases.

AI technology should be easy to understand and should be able to explain the process of decision that led it to its outcome.

We comply with all applicable laws and obligations to protect the privacy of personal data used in AI learning.

We eliminate biases in learning data and continuously verify learning outcomes to ensure that AI does not invoke discrimination, hatefulness or prejudice

We improve competencies to explain AI technology to render its decision-making process easier to understand, while proactively working to share major relevant information and technology.

Major Activities Implemented

Abide by internal/external data use policies
·
Expand the personal data de-identification processing system
·
Prevent user-identifiable logging
·
Provide data security and handling training

Broaden the definition of unethical expressions by type
·
Develop a system to prevent the generation of unethical speech
·
Conduct AI impact tests based on fairness/unbiasedness
·
Develop technology to address adversarial attacks within chatbots and other conversational models

Disclose the operational principle and key technology of AI models
·
Disclose interpretable and explainable AI conversation datasets
·
Develop an AI behavioral pattern analysis system