

Response from CIPR Artificial Intelligence in PR Panel to the European Commission's High Level Expert Group on Artificial Intelligence Consultation

As the world's only Chartered body for public relations professionals, members of the Chartered Institute of Public Relations (CIPR) have a responsibility to advise organisations and services on building AI technologies that will enhance human lives.

Our Artificial Intelligence in Public Relations (#AlinPR) Panel has been actively encouraging our members and the public relations, communications and marketing industries across the globe to really understand how AI tools work and how their 'decisions' can impact human lives.

The CIPR has a robust and globally-recognised Code of Ethics our PR practitioners must follow. As part of our leading #AlinPR panel work, we are encouraging our members to adopt a Code of AI Ethics in the organisations and businesses they work in and advise, whether it's about data privacy, personalisation or deep learning.

Ultimately, if we want to realise AI's incredible potential in our public relations roles and also as a society, we must advance AI in a way which increases the public's confidence that AI benefits society and upholds their trust in AI.

Therefore, we believe there is a responsibility on all public relations, communications and marketing professionals to take the lead in helping organisations and business address key ethical questions surrounding AI.

The CIPR, therefore, supports the guidance being proposed by the European Commission as a framework for promoting what an ethics-driven approach to AI should look like. This includes;

- exploring how to avoid biases in AI algorithms that can prejudice the way machines and platforms learn and behave and when to disclose the use of AI to consumers and the public;
- how to address concerns about AI's effect on privacy and responding to fears about AI's impact on jobs and society; and
- areas of PR and marketing where companies and business must ensure AI doesn't inadvertently apply biases.

CIPR Artificial Intelligence in PR panel www.cipr.co.uk/ai
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