Effective and Ethical Use of Artificial Intelligence:
A Pillar of Altum's Responsible Transformation Approach.

Policy Position
7 August 2024

At Altum, we're dedicated to using Artificial Intelligence (AI) to deliver effective and ethical outcomes for our clients and our organization.

As a leader in the field, Altum is at the forefront of promoting responsible AI adoption. We recognize the urgent need for digital transformation in today's fast-paced business landscape. According to recent data from Fortune Business Insights, the global digital transformation market is projected to grow from $3.5 trillion in 2026 to $15.8 trillion by 2040. This underscores the essential requirement for businesses of all sizes to keep pace and capitalize on upcoming opportunities. However, organizations must approach digital transformation responsibly, prioritizing sustainable growth, data accountability, and the ethical and effective use of AI. We take this responsibility seriously, ensuring appropriate usage today and in the future; always guiding the next wave of AI adoption.

Our commitment to ethical AI practices is unwavering, and we strive to ensure that every use of AI aligns with our values and the best interests of our stakeholders.

As we move forward, it's necessary to remember that the use of AI presents ethical considerations. It's crucial to ensure that AI systems are transparent and fair and respect user privacy. Moreover, businesses should consider AI's societal and environmental impact and aim to use this technology to benefit all stakeholders. Companies can grow and build trust and responsibility by integrating effective and ethical AI practices into their digital transformation strategies.

In 2024, Altum's Visionary AI Lab Poseidon was founded to lead Altum and its clients into the forefront of the rapidly evolving AI landscape. Poseidon is dedicated to exploring and developing the next generation of AI principles and practices to ensure that AI is harnessed in a manner that is both effective and ethical for the long-term benefit of businesses and society.

Altum Strategy Group's AI guiding principles have been formed following Altum's methodology, the Altum Wave, that focuses on People, Process, and Technology. It is important to note that these principles do not stand on their own at Altum Strategy Group; our Crew constantly applies our values of With Integrity, Thinking Boldly, Inclusive Collaboration, Active Engagement, and Empowering Others, which supports decision-making in this emerging area.

Our AI Guiding Principles:

People

- **Designed for good:** Our AI solutions are designed to generate positive value and impact, maximizing benefits for our customers, stakeholders, and society, with a long-term view.
- **Respecting people:** We prioritize human awareness and judgment, allowing for transparent human decision-making. We respect human autonomy and agency, ensuring our AI solutions are free from manipulation.
- **Respecting rights:** AI systems and their usage should respect privacy, data, and intellectual property ownership rights.
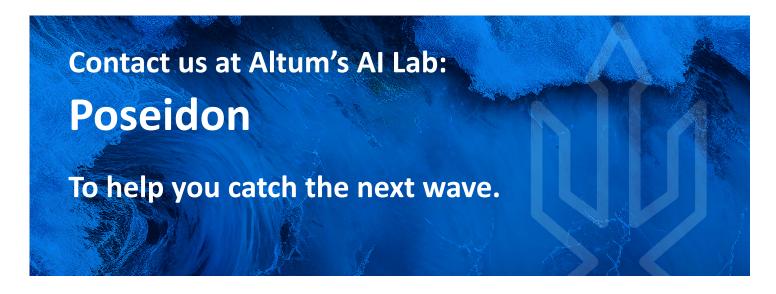
Process

- **Transparency:** We prioritize transparency in our AI, providing clear and accurate information about data, methods, outcomes, and impacts. Our outputs and processes are explainable and contestable.
- **Accountability:** We hold ourselves accountable for our AI's oversight, actions, and decisions and for adhering to applicable laws, regulations, and standards.
- **Fairness and safety:** Our AI solutions are designed to treat people fairly, guard against bias and discrimination, and prevent harm. We proactively manage cybersecurity risks.

Technology

- **Responsible:** AI initiatives will be effective and ethical, enabling sustainable growth and data accountability.
- **Agile:** In this rapidly evolving landscape, we must test and anticipate risk for clients, ourselves, and society as we apply technology.
- **Adaptable:** We must create adaptable ecosystems, acknowledging AI's evolving nature while taking a long-term view of interconnected technology.

Contact us at Altum's AI Lab:

Poseidon

To help you catch the next wave.

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