

Code of Ethical Principles in the use of Artificial Intelligence

We believe that Artificial Intelligence (AI) can help human beings facilitate their journey in the labour market. Ensuring a better and faster matching between supply and demand of work, grounding labour markets in skills, and unlocking the data necessary to do so. Artificial Intelligence brings many promises to support both workers and employers on their journey to the world of work. The purpose of this document is to memorialize our position as an industry on the responsible and ethical use of Artificial Intelligence as a standard across our industry, recognizing that the evolving nature of Artificial Intelligence requires that this is a living set of principles that will be adapted over time.

In this context, Artificial intelligence refers to systems that display intelligent behaviour by analysing their environment and taking actions to achieve specific goals.

We believe that Artificial Intelligence, when applied to HR services, can contribute to increase diversity, equity, and inclusion. It can contribute to mitigate the likelihood for unconscious bias in recruitment processes and improve the candidate experience. Artificial Intelligence has the capacity to break down large amounts of information, identify patterns and produce key learnings. Such outcomes will be helpful to improve companies' performance, and to better understand the overall talent profile, including their skills needs, of organizations. AI can also offer suggestions on how those skills might best be developed.

We believe that Artificial Intelligence offers promising outcomes on two levels:

- On the aggregate level, it can help companies assess the skills of their existing workforce, allowing them to understand their in-house talent and how to develop it more effectively.
- On the individual level, Artificial Intelligence can help workers understand their own skills profile and the way that profile can best be developed to achieve their career goals or be presented to prospective employers.

We believe that Artificial Intelligence can help both companies and individuals to unlock their potential. But we need to make sure Artificial Intelligence is based on an agreed set of ethical principles that puts individuals and society at the forefront.

Here are the principles that the World Employment Confederation fully supports and commands its members to apply.

1. Human-centric design

AI systems used in the recruitment and employment industry should provide beneficial outcomes for individuals and society as a whole.

2. Human in command

AI systems used in the recruitment and employment industry should be designed to augment human capabilities, with clear processes in place to ensure that they remain under human direction and control at all times.

3. Transparency, Explainability & Traceability

Those using AI systems in the recruitment and employment industry should be transparent about their use of technology providing workers and employees with information about their interactions with AI systems and explaining how these systems arrive at their decisions.

4. Fairness & inclusivity by design

AI systems used in the recruitment and employment industry must treat individuals fairly and respect the principles of non-discrimination, diversity, and inclusiveness. Appropriate risk assessments and mitigations systems shall be implemented throughout the AI system lifecycle.

5. Privacy

The use of AI systems in the recruitment and employment industry should comply with the application of general privacy principles and should protect individuals against any adverse effect from the use of personal information in AI.

6. Safety & Security

AI systems need to be technically robust and reliable in order to be trusted. Safety and security require to establish monitoring and tracking processes to measure the model 'performance and retrain it, as necessary, to modernize it.

7. Accountability

Those deploying AI systems remain at all times responsible and accountable for their use.

8. Ethical governance:

WEC encourages clear, transparent, and accountable governance frameworks in place to ensure the ethical development and use of AI. This includes the involvement of relevant stakeholders, such as governments, civil society, and academia, in the decision-making process.

9. Building human capacity

AI should be used to appropriately enhance workers and manage fair transitions through the implementation of life-long learning, skills development and training that allow workers to interact with AI systems, adapt to AI-generated changes and access new opportunities in the labour market.

10. Environmental and Societal well-being

AI systems should be designed and used in a way that takes into account the environmental and societal impacts of their use.