JUNE 2025

AI HORIZON

JOURNAL

#1
EDITION

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Member's Voices is a regular column where active members are invited to share insights, experiences, or initiatives related to ethical AI. If you are interested in contributing please reach out to us at info@ai-ei.org for more details.

AIEI

AI ETHICS AND INTEGRITY INTERNATIONAL ASSOCIATION

WELCOME MESSAGE

t's a great pleasure to welcome you to the very first issue of the AI Ethics and Integrity International Association (AIEI) Journal. With the fast-paced evolution of artificial intelligence reshaping our professional, social, and ethical environments, staying informed and connected has never been more vital.

The core aim of this journal is straightforward yet ambitious: to foster thoughtful dialogue, practical knowledge sharing, and collective insight into ethical AI practices across the globe. We're dedicated to providing a meaningful platform where researchers, policymakers, industry leaders, and AI-focused executives can converge, exchange ideas, and stay ahead of critical developments.

We founded AIEI on a simple, powerful belief: that unity across disciplines is essential for shaping the responsible evolution of AI. Today, as AI increasingly defines our economic and societal structures, coherent international standards and ethical practices aren't just beneficial they're essential. In a fragmented regulatory environment, proactive cooperation, clear guidelines,

and ongoing education are the keys to ensuring AI benefits all of humanity.

This first issue reflects our mission clearly. Within these pages, you'll find timely insights, regulatory updates, and practical discussions aimed at professionals determined to lead ethically and responsibly. Our goal isn't just to report on AI it's to shape the conversation actively, setting new benchmarks for what it means to integrate ethics into every AI decision we make.

As members and supporters of AIEI, you are part of an influential network dedicated to promoting integrity in AI development and use worldwide. Your engagement is crucial not just as readers but as active participants. We encourage your contributions, your insights, and your critical thinking. Together, we can define standards that truly reflect our shared values and aspirations.

We warmly welcome you on this journey. Let's seize this moment, unite our expertise, and forge a future where artificial intelligence serves humanity responsibly, transparently, and ethically.

Artemiy Volodin
Vice-President

Sergiy Barbashyn
President

ASSOCIATION INITIATIVES FOR 2025–2026

As artificial intelligence steadily reshapes industries and societies, the AI Ethics and Integrity International Association (AIEI) remains dedicated in its mission: ensuring AI is ethically and responsibly developed as well as utilized to benefit humanity. With a clear strategic roadmap for 2025-2026 years, AIEI moves beyond discussion to an action.

Strategic Priorities for the 2025-2026:

1. **Declarative AI Principles Edition 2.0:** Updating our core ethical principles to align with emerging global regulations and technological advancements, ensuring practical guidance for ethical AI development and use.

2. **Industry-Focused Committees:** Launching specialized committees in key sectors to translate ethical principles into actionable, sector-specific principles and recommendations.

3. **Global Expertise Exchange:** Broadening collaboration beyond traditional U.S.–Europe ties to include partnerships in Asia, Middle East and other regions, ensuring diverse global perspectives shape ethical AI practices and governance.

4. **Ethical AI Ranking 2025:** Introducing an international recognition program that highlights organizations exemplifying best practices and leadership in ethical AI implementation.

5. **Industry-Specific Recommendations:** Publishing practical, industry-tailored recommendations to guide policymakers, technology developers, and regulatory bodies effectively.

6. **AI Ethics Assessment Platform:** Developing a practical tool to help organizations evaluate AI systems for ethical integrity, fairness, and societal impact, bridging theoretical principles with real-world applicability.

7. **Educational Courses:** Creating accessible AI literacy courses aimed particularly at less technologically experienced segments of society, alongside foundational ethical AI training for corporate employees. Future programs will include advanced offerings for decision-makers.

International cooperation is fundamental to our success. AIEI actively builds networks with global organizations, leading AI enterprises, and influential policy think tanks. Collaborative efforts will address ethical AI challenges across critical sectors such as healthcare, education, finance, military, environmental sustainability, and more, prioritizing inclusive participation and diversity.

Our members are the heart of AIEI, driving our mission forward. Your active participation is crucial as we:

• Engage in discussions of the Declarative AI Principles.
• Develop and pilot innovative assessment platform.
• Contribute to educational initiatives.
• Participate in global committees to set practical ethical guidelines.

Join us in dialogue, exclusive events, and influential discussions. Your voice helps define ethical AI principles, ensuring technology advances human dignity and societal progress.

Together, let's shape a future where ethical AI is not merely idealistic but deeply practical and universally beneficial. Your involvement today shapes tomorrow's AI landscape.

GET INVOLVED

SEND AN EMAIL: **info@ai-ei.org**

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AIEi
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LISBON, PORTUGAL
NOVEMBER 11, 2025

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SELF-GOVERNANCE

LESSONS FROM UKRAINE 🇺🇦

IN THIS ARTICLE, WE EXPLORE THE UKRAINIANS SELF-GOVERNANCE APPROACH AND HEAR FROM SUPPORTERS OF THE INITIATIVE

Editorial Team
AI Ethics & Integrity International Association

The rapid development of artificial intelligence has driven countries worldwide to adopt varied regulatory approaches. This diversity has led to fragmented governance, creating significant challenges for multinational corporations that operate across jurisdictions, requiring them to navigate multiple ethical guidelines and standards.

The United States and the United Kingdom primarily implement decentralized frameworks, emphasizing voluntary standards and ethical guidelines. The U.S. utilizes frameworks such as the National Institute of Standards and Technology's AI Risk Management Framework (NIST AI RMF), whereas the UK promotes AI Assurance, an approach driven by industry compliance and voluntary guidelines.

In contrast, the European Union has adopted a stricter stance with the implementation of the AI Act, which mandates compliance by classifying AI systems according to risk levels and setting clear obligations around transparency, accountability, and auditing, along with prohibiting certain high-risk uses.

Ukraine, meanwhile, has developed a unique, hybrid approach focusing on soft-law governance. Rather than imposing immediate legislative restrictions, Ukraine's Ministry of Digital Transformation introduced voluntary instruments aimed at encouraging responsible AI use without prematurely limiting innovation.

In September 2024, the Ministry of Digital Transforma-

tion of Ukraine introduced the Declaration on Self-Regulation in the Field of Artificial Intelligence a voluntary framework inviting tech companies to demonstrate their ethical stance ahead of binding regulations. Signed by ten forward-thinking companies, the Declaration lays out a set of guiding principles for responsible AI development and use. Among them: risk-based design, safety, transparency, human oversight, privacy, fairness, and adherence to IP and data protection laws.

The Declaration demonstrates the readiness of the Ukrainian digital ecosystem to engage in structured self-regulation. It supports the idea that responsible AI development begins with voluntary commitments and internal accountability. Rather than waiting for external enforcement, the Declaration encourages companies to integrate ethical considerations at every stage of the AI lifecycle and contribute to the creation of consistent, business-driven standards.

The Declaration sets a precedent for how ethical standards in AI can emerge not only through regulation, but through sector-wide coordination. It provides a shared ethical framework that remains flexible enough to be adapted by different companies, depending on their specific roles, risks, and technologies.

While not legally binding, the Declaration formalizes a mutual understanding among participants that responsible AI practices are essential both for public trust and for long-term competitiveness. It encourages organizations to internalize these values proactively, rather than waiting for external mandates to impose them. This initiative reflects a shift in regulatory thinking, where companies

are not passive recipients of future rules but active contributors to the formation of ethical standards. By joining the Declaration, businesses demonstrated readiness to address AI-related risks through internal governance and shared responsibility.

The approach also reinforces the value of self-governance as a legitimate and structured mechanism in emerging regulatory environments. It highlights the capacity of the private sector to initiate frameworks that are aligned with international norms while remaining adaptive to local contexts and operational needs.

As part of this process, signatories committed to contributing to the development of a voluntary Code of Conduct, a document intended to expand upon the Declaration by offering specific guidance on implementation. The goal was to move from shared principles to practical mechanisms that support ethical AI development and use within companies.

The Voluntary Code of Conduct on the Ethical and Responsible Use of Artificial Intelligence, adopted in December 2024, builds on the foundation established by the Declaration. Developed through a structured consultation process between the Ministry of Digital Transformation and participating companies, the Code translates high-level commitments into applicable corporate practices.

Unlike the Declaration, which sets out guiding principles, the Code focuses on implementation. It encourages companies to align their operational procedures, including procurement, quality assurance, data governance, and user interaction, with ethical considerations relevant to their use of AI technologies.

A key feature of the Code is its emphasis on proportionality. Companies are encouraged to assess the level of risk associated with their AI systems and determine how to implement safeguards accordingly. This flexible approach allows for ethical integration without imposing a one-size-fits-all model.

Within six months of adoption, signatories are expected to begin applying at least one provision of the Code. As part of this process, they are asked to prepare internal documentation or brief progress summaries that reflect how ethical practices are being integrated into real workflows. The Code also outlines the formation of a dedicated self-regulatory body. This structure is intended to support implementation, promote the exchange of experience among companies, and help establish consistent expectations for responsible conduct in the AI field. Together, the Declaration and the

Code reaffirm Ukraine's commitment to business-led AI governance. These instruments provide a structured pathway for companies to demonstrate ethical leadership, anticipate regulatory developments, and contribute to the development of a trustworthy digital ecosystem.

To better understand why companies commit to voluntary ethical frameworks, representatives from the AI Ethics and Integrity International Association (AIEI) interviewed participating businesses. Questions focused on key issues such as:

- What motivated your company to join the declaration?
- How is your company currently utilizing AI?
- Can voluntary declarations effectively replace formal regulation?

These conversations sought to highlight not just corporate strategies, but also the practical considerations and personal beliefs influencing these commitments. While motivations vary from building public trust to aligning with global ESG goals a common thread emerges: companies view ethics not as an obstacle, but as a foundation for long-term relevance and resilience. Ethical AI practices are increasingly seen as integral to sustainable growth and competitive advantage.

Self-governance in AI ethics is not merely voluntary compliance or an avoidance of regulation. Instead, it represents a strategic decision for businesses to lead proactively. By voluntarily adopting ethical standards, organizations show foresight, gain competitive advantages, and reduce risks related to future regulatory constraints or penalties. Ultimately, self-governance allows businesses to shape their trajectory, fostering innovation alongside societal trust.

In the following pages, signatories provide direct insights, sharing their perspectives, current initiatives, and aspirations regarding responsible AI implementation. These firsthand narratives illustrate the practical value and impact of ethical guidelines. As of the time of writing, the Code of Conduct has been signed by the following companies: Grammarly, MacPaw, LetsData, DroneUA, WINSTARS.AI, Gametree.me, YouScan, EVE.calls, Valtech, SoftServe, Uklon, Preply, BlueBird, LUN.

To read more about Ukrainian initiative, scan this QR code or visit thedigital.gov.ua/news

grammarly

Mariana Romanyshyn, Area Tech Lead at Grammarly, reflects on the company's approach to AI development and its decision to support Ukraine's voluntary Code of Conduct for the Ethical and Responsible Use of AI.

Mariana, please introduce your company briefly and share your vision for the future development of AI.

Grammarly is the trusted AI assistant for communication and productivity, helping over 40 million people and 50,000 organizations do their best work every day. Companies like Atlassian, Databricks, and Zoom use Grammarly to brainstorm, write, and collaborate more effectively. Now that Coda—known for its powerful AI productivity tools—is part of Grammarly, we're excited to take that even further. Looking ahead, our vision is to redefine what productivity means by enabling people and AI to work together seamlessly. We're bringing Grammarly and Coda together into an AI productivity platform for agents and apps, equipping users with the tools, skills, and knowledge they need to move faster and work smarter—wherever work happens.

We often mention AI in the context of "augmented" intelligence, rooted in the idea that AI builds on human, not just "artificial" knowledge to enhance our capabilities and support growth. AI should be a helpful partner, not a substitute. And above all, the user should remain in control. That's at the heart of our mission: helping people work more efficiently and unlock their full potential.

What is the importance of self-regulation and initiatives like the Code of Conduct for the Ethical and Responsible Use of AI? Why did your company choose to support this initiative?

As a company founded in Ukraine, we were honored to contribute to the development of Ukraine's Voluntary AI Code of Conduct, alongside many other tech companies. This initiative marks a significant first step toward AI regulation in Ukraine. For companies building AI-powered solutions, it's crucial to help shape the principles that may one day form the foundation for national policy. AI regulation is a fast-moving and complex space, but with a structured approach and a strong understanding of emerging standards, it's possible to navigate it with confidence. At Grammarly, we've gained valuable insights through our work as both a provider and deployer of AI technologies, and we were honored to share some of that experience with the Ukrainian tech community.

How does your company prepare for the future of AI regulation?

We are committed to responsible AI development and innovation, and we strive to be an ethical company that cares for and protects our users—people who trust us with their words and thoughts. As part of this commitment, we're actively monitoring and preparing for a future where AI may be regulated by governments across different countries. We want to be ready and well-positioned to meet those expectations. That's also one of the reasons we've made AI compliance a top priority. Grammarly is among the first AI communication tools to receive ISO/IEC 42001:2023 certification—the world's first standard for AI management systems. This certification provides a structured framework for the responsible development, deployment, and use of AI technologies. It confirms that our practices meet rigorous international standards, independently validated by the accredited management systems certification body Mastermind.

Mariana Romanyshyn
Computational Linguist, Area Tech Lead at Grammarly

WINSTARS.AI
AI R&D for Innovative Solutions

Dmitry Sofyna
CEO at R&D Center WINSTARS.AI

Dmitry Sofyna, CEO of WINSTARS.AI, discusses the company's vision for AI rooted in real-world impact and ethical foresight. As a leader of a Ukrainian R&D center, he explains why self-regulation is a vital mechanism for aligning innovation with shared values and how voluntary initiatives can strengthen national capacity without stifling growth.

Dmitry please introduce your company briefly and share your vision for the future development of AI.

WINSTARS.AI is a leading Ukrainian R&D center dedicated to developing practical, high-impact artificial intelligence solutions for both business and society. Our team specializes in building intelligent systems that enhance operational efficiency, support better decision-making, and open up new opportunities for innovation and growth.

We believe the future of AI lies in scalable, human-centric solutions that are deeply integrated into real-world processes — from healthcare to education, from cybersecurity to smart infrastructure. At the same time, we believe this future must be built responsibly. Initiatives like the Ukrainian Declaration on

Self-Regulation in the Field of Artificial Intelligence play a critical role in promoting shared values, responsible design, and ethical deployment of AI technologies. Self-regulation enables forward-thinking companies to take

ownership of the ethical dimension of their work, especially in areas where formal legislation is still catching up. It is not a substitute for law, but a necessary complement that ensures innovation happens with integrity.

Why did your company choose to support this initiative like the Code of Conduct for the Ethical and Responsible Use of AI??

We joined this initiative to help strike a vital balance: preserving the space for innovation while encouraging responsibility and ethical foresight. Overregulation risks suffocating the creativity and momentum of Ukrainian tech companies, but the absence of ethical standards could harm public trust and long-term sustainability.
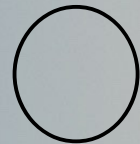
By supporting this Declaration, we are reinforcing our belief that businesses must lead by example — not just in building cutting-edge technologies, but also in shaping the values and norms that guide them. Self-regulation gives businesses the freedom to innovate while holding them accountable to society.

In your opinion, should AI be regulated, and if so, how?

We do not believe that separate, AI-specific regulation is needed at this stage in Ukraine. The existing legal framework — including laws on data protection, cybersecurity, and criminal responsibility — already provides a solid foundation for responsible AI use. Additional bureaucratic layers could stifle innovation, drive companies abroad, and reduce Ukraine to a passive consumer of foreign technologies rather than an active creator of its own.

Instead of rushing into restrictive regulation, we should focus on enforcing existing laws, fostering technical expertise, and encouraging voluntary commitments like the Declaration. This is how Ukraine can remain competitive, attract investment, and build a strong, ethical AI industry that contributes to its economic and technological sovereignty.

EVE.calls

O leksii Skrypka, founder & CEO of EVE.calls Inc., offers a perspective shaped by both global reach and Ukrainian roots. As a company developing conversational AI technologies across markets, EVE.calls is actively engaged in shaping responsible practices from within the industry. In this interview, Skrypka reflects on the role of self-regulation, Ukraine's leadership in AI ethics, and how thoughtful governance can support innovation without compromising public trust.

1. Please introduce your company briefly and share your vision for the future development of AI.

EVE.calls is an international AI company headquartered in North America, with operational presence in Europe. Founded by a Ukrainian entrepreneur, the company specializes in omni-channel conversational AI solutions, integrating voice and text-based technologies to enhance customer engagement across various platforms.

Our vision for AI development emphasizes creating transparent, ethical, and human-centric technologies that augment human capabilities while respecting individual rights and societal values.

2. What is the importance of self-regulation and initiatives like the Declaration? Why did your company choose to support this initiative?

We believe that self-regulation is crucial in the rapidly evolving field of AI. It allows industry players to proactively establish ethical standards and best practices, fostering trust among users and stakeholders.

EVE.calls is a signatory and active author of the "Declaration on Self-Regulation in the Field of Artificial Intelligence in Ukraine," initiated by the Ministry of Digital Transformation. This commitment reflects our dedication to responsible AI development and our support for collaborative efforts to ensure ethical practices in the industry.

Oleksii Skrypka
EVE.calls Founder & CEO

3. In your opinion, should AI be regulated, and if so, how?

Yes, AI should be regulated through a balanced approach that combines formal legislation with industry-led self-regulation. Government policies can set the foundational legal framework, particularly for high-risk applications, while self-regulatory initiatives allow for flexibility and innovation within ethical boundaries.

Such a dual approach ensures that AI technologies are developed and deployed responsibly, safeguarding public interest without stifling innovation.

> **Conversational AI is the key to enabling AI to understand human thoughts.**

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Pierre Hoffman,
President of the Paris Bar

ARTIFICIAL INTELLIGENCE AND THE PARIS BAR: A COMMITMENT TO ACCESSIBILITY & INNOVATION

Author
Pierre Hoffman
President of the Paris Bar

Artificial intelligence has become one of the most discussed topics of our time — rarely a week goes by without it making headlines. This omnipresence carries both hope and concern, making it imperative that we adapt to the transformations it brings. Like previous technological revolutions before, AI has sparked existential questions about our future in the workforce. In every sector, including the legal field, people are asking: Will it help us, replace us, or force us to reinvent the way we work?

Lawyers and judges have seen this change coming for the past few years. Now, even litigants are beginning to turn to AI tools—believing that because the technology's reliability makes it suitable for drafting legal documents. In law firms, the same trend is unfolding. But not all law firms have the same resources. Larger firms may have the means to develop their own in-house tools or acquire bespoke technological solutions. Smaller firms, often composed of just one or two lawyers, face far greater challenges.

That is why the Paris Bar Association, under the leadership of President Pierre Hoffman, made AI a strategic priority, convinced that the profession must not be a pas-

sive observer of this revolution. This initiative is rooted in a strong conviction: it must not become a source of exclusion, but rather a driver of collective progress.

In launching this initiative, the Paris Bar faced two major challenges: reassure and convince.

First, to reassure. Many lawyers expressed genuine fear that AI would render them obsolete or were convinced from the start that it could be of no use to them. That is why Bar representatives have repeatedly emphasized a simple truth: AI will never replace humans. Justice is, and will remain, a human endeavor. Or, as Xavier Niel stated to a room full of lawyers in April 2024: "The risk isn't being replaced by AI, but by someone who knows how to use it."

The second mission was to convince — not by dismissing concerns, but by showing that AI can, on the contrary, become a reliable ally for lawyers. It was no doubt for the Paris Bar representatives that AI can be a powerful ally, a real growth driver for law firms, allowing them to save time on lower-value tasks and focus on what truly matters — guiding their clients — on the condition that they understand its usefulness and learn how to use it properly.

To make AI a tangible resource for Parisian lawyers, the Paris Bar Association — especially the members of its Digital Commission — adopted a broad, structured approach, by conducting a thorough market analysis to identify the most relevant tools.

In particular, the Paris Bar focused on supporting small firms, which often lack the resources to access such technology. That is why, in October 2024, it launched an unprecedented initiative: it invested one million euros to offer free access to the AI-powered legal research tool GenIA-L, developed by Lefebvre-Dalloz, for over 14,000 lawyers practicing individually or in pairs, until the end of 2025. This tool generates multiple responses for each request, providing a 360° view of the topic, including a summary, related questions, use cases, and key points to consider.

Some other tools were selected, based exclusively on reliable legal databases, offering fast, secure, and efficient access to legal knowledge. Preferential rates were negotiated with technology providers — Doctrine, Pappers, Justice, Ordalie — ensuring that all Parisian lawyers could benefit from AI. Here are some key details.

Doctrine's AI enables lawyers to search, analyze, and summarize legal documents, including court decisions and corporate filings. It also offers a decision analysis table for an overview of arguments and court responses.

Pappers Justice's AI provides access to a large database

of French case law and legislation, allowing lawyers to quickly find relevant decisions with summaries and case sheets.

Ordalie's AI automates up to 80% of repetitive tasks in law firms, such as data extraction, contract checks, and document preparation, improving workflow efficiency.

Just a few months later, over 6,000 lawyers had already adopted these tools and the feedback has been overwhelmingly positive. For many, this means spending less time on legal research and more time with their clients. They also value that the AI-generated data is reliably sourced, ensuring its trustworthiness.

In 2025, to further support this shift, the Paris Bar has taken a new step forward and granted the same group of lawyers free access, for one year, to Jarvis Legal, a legal practice management tool that integrates smart features to automate repetitive tasks and reduce administrative workload. This initiative also demonstrates that AI can also empower lawyers to run their practices more efficiently and grow their firms.

In May, keen to broaden its AI strategy and support for legaltechs, the Paris Bar established a partnership with Jimini, this time targeting firms composed of 1 to 20 lawyers, thereby expanding its reach. The goal remains to facilitate access by offering three months of free and unlimited use. This tool helps optimize document research, information extraction, and the drafting of initial consultation versions.

This is just the beginning of AI's integration into the justice system. Several French courts have already announced plans to integrate AI to enhance their efficiency. In the same vein, other bar associations across France have started negotiating with tech providers to offer similar tools to their members, all convinced that if AI represents a revolution with the potential to benefit a wide audience, it deserves strong support. And the best is yet to come!

As Pierre Hoffman, President of the Paris Bar, puts it: "*I am really proud that the Paris Bar has stepped up to ensure that our profession fully embraces this essential transformation. We had to be at the forefront of this revolution to avoid being left behind. And it was undoubtedly the right call. Tomorrow, as this transformation continues to grow, we must come together to decide where we want to steer it. Because innovation can never be a closed circle — it must always be a collective endeavor!*"

Trinetix: Doing our part in enabling AI integrity

1,100

Team of professionals.

2,400

Trinetix has completed client engagements.

$4 billion

Enabling in revenue for its clients.

Trinetix is a global technology consultancy specializing in enterprise software development and digital transformation. Founded in 2011, the company is headquartered in Nashville, with delivery centers in Ukraine, Poland, and Argentina, and offices across Europe and the Middle East.

The company's services offers AI software development, experience design, generative AI development, enterprise software development, intelligent automation, data and analytics, blockchain solutions, digital workplace solutions, intelligent digital assistants, mobile app development, cloud enablement and much more.

Trinetix's mission is to unlock new opportunities for individuals and organizations to tackle today's challenges and shape the future esspecially in AI. The company emphasizes value-centricity, purpose-driven innovation, boundless creativity, and a commitment that builds trust. In recent years, Trinetix has expanded its global footprint, including a merger with Nashville-based Emergest in 2023 and a $10 million investment from Hypra Fund to support its expansion into Latin America. The company continues to be recognized for its contributions to digital innovation and its commitment to delivering transformative solutions for its clients.

Doing our part in enabling AI integrity

Digital transformation is a complex yet necessary endeavor that empowers enterprises to transcend existing limitations and tap into new opportunities enabled by innovative technology. However, the most challenging part of any digitization effort is getting started. How do you identify the right candidate for transformation? How do you keep teams on board? How do you maintain a balanced resources-to-results ratio? What should you expect?

With the emergence of AI and GenAI, the journey has become even more promising—and more complicated. At Trinetix, we aim to turn this rocky journey into smooth sailing. As a reliable digital transformation partner to Fortune 100 and Fortune 500 companies worldwide, we offer a diverse range of services and talent, enabling our clients to achieve their business objectives and secure long-term value.

Recognized among the top 100 Global Outsourcing Providers and Advisors for our commitment to innovation, best business practices, and aspiration to redefine industry standards, we translate our partners' needs into seamless strategies and solutions.

Oleksandr Strozhemin
President & CEO

From idea to product. From challenges to impact.

In addition to cloud enablement, user experience design, robotic process automation, and intelligent automation, AI and GenAI have become particularly important focus areas for us. For 14 years, we have stood at the forefront of innovation—mastering and exploring emerging technologies to enhance enterprise workflows for our Fortune 100 clients.

Anticipating the rise of artificial intelligence, we began building our AI talent and knowledge base well before it gained widespread public attention. This early investment was crucial in helping us identify unique service offerings and support our clients in overcoming challenges on their path to realizing value.

Data security

Artificial intelligence introduces a range of new variables across many domains—including data security. While it offers significant advantages for enhancing cybersecurity, the first challenge enterprises face is ensuring that AI itself does not compromise it. Risks such as employees using Shadow AI or the inadvertent exposure of sensitive enterprise data can leave potential adopters hesitant, causing them to miss out on the technology's full potential. To address these concerns, we work closely with our partners' teams to establish robust governance and security frameworks that align with the latest data protection standards. We research and implement methods to minimize data usage wherever possible, apply data obfuscation techniques to safeguard private information and onboard employees with best practices for the safe and responsible use of AI.

Model training

Cases of AI bias and hallucinations underscore the need for a rigorous, well-structured approach to AI model training. To develop functional, high-performing AI models, enterprises must supply large volumes of diverse and reliable user-generated data. However, doing so requires a robust data strategy to properly prepare and manage data sources. At Trinetix, we help our clients break down data silos, address industry-specific data requirements, and ensure database readiness. This enables the creation of efficient, productive AI models that are resilient to bias and discrimination.

AI explainability

AI should be transparent. This is not only our firm belief—it's a proven principle. Enterprise leaders who promote AI literacy across their organizations and invest in explaining the logic behind AI-driven decisions are more confident and effective in leveraging artificial intelligence and delegating tasks.

A deep understanding of AI fosters stronger synergy between employees and AI systems, reduces data security risks, and establishes clear accountability—an essential factor for maintaining trust and protecting reputation. That's why we guide and consult our partners by educating them on how AI models function, what influences their decision-making, and how to identify and address potential issues.

Within our GenAI and AI service offerings, we establish practices and guidelines that promote fair, responsible, and secure AI usage across our client network. However, our broader ambition is to advance AI transparency and integrity on a global scale through meaningful partnerships and collaboration.

Becoming a member of the AI Ethics and Integrity Association (AIEI) marks a significant milestone for us. Through AIEI, we engage in vital conversations with industries, communities, and thought leaders—gaining access to valuable insights, facilitating knowledge exchange, and ensuring our AI initiatives align with global standards and ethical guidelines.

As former OpenAI policy leader Miles Brundage aptly stated, "...AI and AGI benefiting all of humanity is not automatic and requires deliberate choices to be made by decision-makers in governments, non-profits, civil society, and industry, and this needs to be informed by robust public discussion."

At Trinetix, we strive to contribute to this global conversation by sharing our values, experiences, and best practices with like-minded organizations around the world—making a collective contribution to ethical AI development and responsible AI adoption.

"
AI should be transparent. This is not only our firm belief—it's a proven principle.

AI UPDATES IN THE EU:

GENERAL OVERVIEW AND ANSWERS OF MEMBER OF EUROPEAN PARLIAMENT LUKAS MANDL

Lukas Mandl
Member of the European Parliament
Group of the European People's Party

Editorial Team
AI Ethics & Integrity International Association

The European Union is shifting from broad declarations to tangible actions in regulating artificial intelligence (AI). With the adoption of the AI Act in 2024, the EU laid the groundwork for significant regulatory transformation in AI. However, this Act is just part of a broader ecosystem emerging around AI governance. This article explores accompanying tools and initiatives, why they matter for businesses, and why preparation for new regulations should begin today.

AI CONTINENT ACTION PLAN

In April 2025, the European Commission unveiled the AI Continent Action Plan, an ambitious initiative aiming to establish Europe as a global AI hub. The plan includes the creation of "AI Factories," centers designed to support startups and businesses in adopting AI, and the launch of up to five "AI Gigafactories," powerful computational hubs dedicated to training AI models. Additionally, the initiative that will mobilise €200 billion for investment in AI in the EU.

A key component involves developing regulatory infrastructure, including establishing the AI Act Service Desk and preparing a new Cloud and AI Development Act. This demonstrates that the EU isn't merely setting rules but is actively creating conditions for compliance.

AI ACT SERVICE DESK

In April 2025, the European Commission initiated a tender for the AI Act Service Desk, a consultation service set to launch in summer 2025. This desk will serve as a centralized access point for businesses needing guidance on the AI Act, including:

- Determining if an AI system falls under regulatio
- Understanding technical standards and documentation requirements.
- Receiving tailored advice on compliance with new rules.

Special attention will be given to SMEs, providing step-by-step guidelines to help them adapt to the AI Act. The service will operate at least until August 2027, with a possible extension until 2028, ensuring businesses continuous regulatory support during the transition period.

CODE OF PRACTICE FOR GPAI

In April 2025, the AI Office published its third draft of the Code of Practice for General Purpose AI (GPAI). This evolving document, the result of collaboration with around 1,000 stakeholders from industry, academia, and civil society. The draft outlines:

- Transparency requirements for AI model architectures.
- Policies regarding copyright and use of training data.
- Procedures for assessing and mitigating systemic risks.

The final version is expected by August 2025. Non-compliance could pose risks during regulatory checks and disadvantage companies in competitive or governmental partnerships.

CLOUD AND AI DEVELOPMENT ACT

In 2025, the European Commission launched a public consultation on the Cloud and AI Development Act, open until 3rd of July, 2025. This legislation aims to establish unified standards for cloud infrastructure used for AI deployment and training, focusing on large data centers, cloud service providers, platform certifications, and cybersecurity resilience. It also aims to reduce dependency on non-European providers, promoting digital sovereignty in the EU.

The first draft of the act is anticipated by the end of 2025, with the goal of tripling data-center capacities in the EU

RECOMENDATIONS FOR BUSINESS

Although key provisions of the AI Act become enforceable in 2026, businesses should start preparations now. Here are practical steps businesses can take today:

1. Perform a baseline self-assessment: Determine whether your AI systems are high-risk by assessing their functionalities, impact, and oversight mechanisms.
2. Clearly document system operations: Prepare straightforward explanations detailing AI components, data handling, and decision-making processes.
3. Implement foundational policies: Implement transparency measures, risk assessments, complaint handling, and review mechanisms, etc..
4. Act proactively: Compliance takes time, from audits to product adjustments. Delays can result in hefty fines (up to €35 million or 7% of global turnover), loss of market share, and diminished stakeholder trust.

MEP LUKAS MANDL
GROUP OF THE EUROPEAN PEOPLE'S PARTY

1. From your perspective, what are the strongest points of the EU AI Act, and where do you see room for improvement in future revisions?

MEP Lukas Mandl: The AI Act existing has already been an important step. Of course this disruptive technology requires appropriate legislation. Yet our legislative framework would rather be focused on the risk assessment. The next steps soon to come will have to prioritize creativity and innovation, all the way from elementary education to the academic levels. This will be decisive for Europe's economy and security. As each technology AI must serve the people, not the other way round.

2. How can we ensure that ethical and responsible AI use becomes a core part of AI development in both the private and public sectors, without slowing down innovation? Regulators' role in this process.

This has to start with the elementary education already. It will have to go along with means and measures to increase awareness among the broader population. AI has already been around and it will become more and more present in our daily lives as well as in all sectors of business. So it will be better to embrace the development, to become aware of its risks as well as of its advantages. Gamification, peer education and leading by example by business holders and managers, parents and everyone responsible will be important.

3. We understand that the challenges around AI are not only about regulation. Do you think cross-border, voluntary frameworks like shared responsible AI principles, common approaches, or best practices codes can help build trust in AI?

AI-applications develop in a decentralized way. In the future the characters of different AI-tools will be as diverse as structures of business, workshops, units or households have been. Even more the exchange of humans about their experience with AI-tools, about their interaction will be essential to make proper use of AI and to avoid negative or even harmful developments. It will be not much different than parents talking about raising kids or any other exchange of people responsible for development or growth that's similar, but different.

What role do you see the „Apply AI" Strategy (the European Commission initiated a public consultation for its 'Apply AI' Strategy, focusing on integrating AI into strategic sectors) and its public consultation playing in helping build a more innovation-friendly AI environment in Europe?

That's a good step. But it can only be one of many. From the regulatory perspective it will be important to foster innovation. For the development in its entirety it will be important that as many people as possible will embrace AI to make proper use of it and to avoid risks.

NAVIGATING ETHICAL AI: A DECLARATION OF PRINCIPLES

"These principles serve as our compass, guiding the ethical integration of AI into society."

– Sergiy Barbashyn, President of AIEI

Author
Sergiy Barbashyn
President of the AIEI

Artificial Intelligence (AI) continues to reshape society, promising innovation and efficiency but also posing significant ethical challenges. The AI Ethics and Integrity International Association (AIEI) has established a Declaration designed to guide the responsible use, development, and implementation of AI technologies. Rooted in global best practices, these principles seek to balance technological advancement with the safeguarding of human rights, ethical standards, and societal responsibility.

This Declaration serves as a voluntary and advisory framework, complementing rather than replacing existing national and international regulations. It provides organizations an ethical compass to enhance reputation, operational effectiveness, and trust with stakeholders.

CORE PRINCIPLES

1. **Respect for Human Rights and Ethics**. AI systems must uphold fundamental human rights, freedoms, and dignity, aligning with legal obligations and ethical imperatives. Respect for justice, equity, and human dignity is foundational and non-negotiable.

2. **Human Oversight.** AI should enhance, not replace, human capabilities. Significant decisions, especially in critical domains such as healthcare, finance, and justice, should allow human review or intervention to preserve accountability.

3. **Fairness and Non-Discrimination**. Fair and unbiased treatment is essential. Organizations must proactively identify and mitigate biases within AI data and algorithms, ensuring equitable outcomes and inclusive designs that serve everyone.

4. **Privacy and Data Protection**. Personal data must be handled with utmost integrity, collected and processed transparently and minimally, respecting individual rights to privacy and data protection.

5. **Transparency (Explainability).** AI operations should be transparent, clearly distinguishing AI interactions from human ones. Organizations must provide understandable explanations for AI-driven decisions, particularly in high-impact scenarios.

6. **Information Security.** AI systems require rigorous testing and security measures to remain safe and reliable. Safeguards against errors, misuse, and cyber threats are essential to protect users.

7. **Accountability**. Clear accountability structures are necessary for AI's impacts. Organizations must implement governance frameworks, maintain traceable documentation, and be ready to justify AI decisions and rectify harm if necessary.

8. **Societal Benefit and Responsibility.** AI should contribute positively to society, addressing significant challenges in areas such as healthcare, finance, education, safety, environmental sustainability, and beyond. Organizations must avoid applications that undermine social values or individual freedoms.

9. **Environmental Sustainability (Green AI)**. AI development must prioritize sustainability by optimizing energy efficiency, minimizing environmental impacts, and utilizing AI to support ecological initiatives.

10. **Awareness, Education, and Workforce Adaptation.** Organizations have a responsibility to enhance AI literacy among employees, users, and the public. Workforce adaptation programs should facilitate skills development, career transitions, and uphold labor rights amidst technological changes.

VOLUNTARY ADOPTION

Adopting these principles is voluntary, empowering organizations to integrate ethical practices suitable to their unique contexts. Members independently determine how these guidelines shape internal policies and operational strategies.
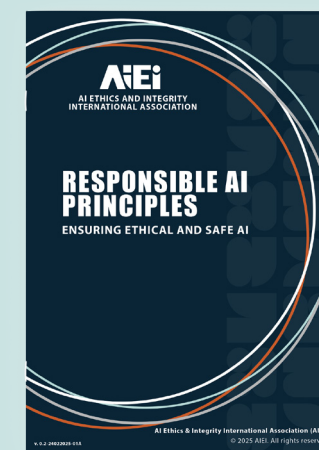
DECLARATIVE CERTIFICATE

The AIEI Declarative Certificate may be issued to Association members upon confirmation of their support for the principles outlined in this Declaration of the AIEI principles.

The AIEI Declarative Certificate remains valid until the end of the current membership period in the Association, provided that the principles outlined in the Declaration are followed, the internal rules of the Association are respected and organizational and financial obligations are fulfilled. If the membership period ends without renewal, the AIEI Declarative Certificate's validity automatically terminates without further notice.

To read more about our principles, scan this QR code or visit
ai-ei.org/ai-principles

BALTUM BUREAU

AI PRINCIPLES AS THE CORNERSTONE OF TRUST, ETHICS, AND COMPLIANCE

A I is now part of the day-to-day operations in many organizations. It's used to screen job applications, evaluate creditworthiness, recommend products, and automate customer service. While these systems can improve efficiency and reduce costs, they also raise important questions especially when their decisions affect people's lives in ways that aren't always visible or fair.

As AI becomes more common in business processes and public services, the pressure to use it responsibly is growing. Companies are expected to show that their systems are not only functional but also ethical, transparent, and safe. A good starting point is something very practical: a clear set of AI principles.

Putting those principles into writing helps teams stay aligned, manage risks, and prepare for upcoming regulatory requirements. More than a public statement, they are the first step toward building a credible and accountable approach to AI governance.

AI principles are most useful when they aren't abstract ideals, but working tools. They serve as a reference point when product or policy decisions become complex, helping teams balance competing priorities and stay grounded in a shared understanding of what responsible AI looks like in practice. Internally, they create consistency across teams and functions. Externally, they send a clear message to regulators, investors, and the public about where the organization stands.

International standards and regulations are also reinforcing their importance. ISO/IEC 42001:2023, the first global AI management system standard, requires documented principles as a starting point. The EU AI Act also emphasizes the need for ethical justifications and transparency in high-risk systems. In both cases, principles are not optional — they are the baseline for compliance.

Kyrylo Proskurnya
Founder/CEO of Baltum Bureau

What It Looks Like in Practice. Some organizations have already moved from words to systems. Microsoft, for example, published its responsible AI principles back in 2018 and developed internal structures like the Office of Responsible AI to apply them across teams. Salesforce introduced human-centered AI guidelines to shape not only product development but also partner engagement. Telefónica took a similar route by embedding ethics into its innovation strategy, enabling productive collaboration with public-sector institutions. These examples show how principles can shape culture and decision-making in concrete ways. They are not just policies on paper but part of the infrastructure that guides real choices in product development, risk management, and stakeholder communication.

Why This Matters Now. The regulatory and business landscape is shifting quickly. The EU AI Act is introducing formal requirements for ethical documentation and risk classification. ISO/IEC 42001 is already being adopted by organizations preparing for internal governance reviews and third-party audits. At the same time, public sector buyers and investors are asking harder questions about how companies approach AI ethics as part of their ESG or procurement processes. In this context, having a set of declared principles is no longer a "nice to have".

Declaring AI principles is the beginning of a long-term process that requires ongoing attention and adaptation. But without that first step, it becomes difficult to respond meaningfully to ethical challenges, regulatory demands, or stakeholder concerns.

AIEi

AI ETHICS AND INTEGRITY INTERNATIONAL ASSOCIATION

UNITED FOR A BETTER AI FUTURE

If you're inspired by our work and want to join the
movement – become a member or partner with us.

Have an idea, collaboration proposal, or material to share?
We'd love to hear from you: info@ai-ei.org