1 November 2023

Our Mission: SocialTalent wishes to empower our clients, staff and stakeholders to ambitiously, collaboratively, bravely and responsibly use AI whilst always being guided by the core principles of fairness, inclusivity, safety, privacy, security, transparency and accountability.

The adoption of emerging technologies including AI will augment our capabilities, and generate value while we simultaneously remain committed to ethical, legal and professional standards and practices

SocialTalent recognises that AI systems are designed for specific purposes and develop depending on how people interact with them. During our usage of AI, we ensure responsible AI considerations are addressed as early as possible and checks are completed regularly so that appropriate controls are in place.

AI has its risks; it could be used to exploit the flaws in human nature, target people with false information, and cause harm via unauthorised use of personal or copyrighted material or the creation of content that infringes on the intellectual property rights of others. Such unethical, unauthorised or reckless use of AI could result in costly lawsuits and reputational damage, we are aware of these risks and we will continue to engage in risk mitigation and avoidance strategies and to comply with our existing contractual obligations with respect to our valued customers and their data and other third party stakeholders.

We remain dedicated to risk avoidance and risk awareness in an ever changing landscape. We also recognise that AI systems will need to be explicitly clear about their artificial nature so that users can apply human logic and should know they are interacting with an AI system and not another human being.

SocialTalent seeks to minimise risk as far as possible, and we commit to listening, learning and innovating. We believe a proactive approach of thinking about how to secure the benefits of emerging technologies whilst guarding against its risk is paramount.

Technology and society is changing rapidly and SocialTalent wants to be part of the global team that educates our workforces about the benefits of AI usage together with a clear understanding of potential risks, and forthcoming global regulations that will guide the responsible deployment and usage of AI.