**DELL**Technologies

**Dell Technologies Principles for Ethical Artificial Intelligence**

At Dell Technologies, we exist to create technologies that drive human progress. We believe in the power of artificial intelligence (AI) and other advanced technologies to help people and businesses improve our world.

We have established these principles to help guide our development and use of AI applications and the implementation of AI in our products and services.

We believe AI should be:

**Beneficial**
AI applications should benefit society now and in the future. Like other disruptive technologies, AI will redefine how humans contribute and thrive in the workplace. We believe in the beneficial nature of this transformation and the importance of quickly defining and creating new jobs emerging in the AI era. This includes reskilling individuals whose roles are impacted by AI, educating users to unlock the technology's full potential, and accelerating AI-driven solutions in critical areas with scarce skills, such as healthcare and cybersecurity.

AI should enhance our lives and improve our ability to solve complex problems. It should embody the most current practices of scientific and technical excellence. The broader impacts of AI should be weighed to ensure support of our communities, spur economic growth and foster environmental stewardship.

**Fair**
AI should be honest, fair and respect fundamental human rights in its design, implementation and use. AI should prioritize integrity, ensure accurate outcomes and avoid harmful bias. Humans should have the ability to define the intent and objectives of AI systems to further ensure fairness. Human oversight and intervention can ensure aligned, ethical and trusted outcomes. AI should reflect a commitment to usability, accessibility and safety. It should yield results that meet customer expectations of performance, reliability and security.

**Transparent**
Despite the inherent complexity of AI, we believe that AI systems must be explainable, traceable and transparent in terms of objectives and outputs. Users should be provided appropriate disclosures about their interactions with AI and its use of their data.

**Responsible**
AI should be safe and trustworthy. We should incorporate established core principles of security and privacy in the design, development and use of AI, as well as seek out novel, AI-centric approaches. Users should have appropriate control over how their data is collected, stored and used. Data governance mechanisms must also comply with regulatory requirements, including those concerning data protection and privacy.

Using a clear governance framework helps ensure accuracy, reduces bias, promotes transparency and adherence to legal requirements. Fail-safe mechanisms and processes for human oversight should be used to avoid undesirable outcomes and validate decisions.

**Accountable**

The implementation and use of AI should comply with applicable laws and regulations, align with our commonsense standard for responsible conduct and reflect our commitment to business ethics. The development and implementation of AI applications should be periodically reviewed by both internal and external legal, ethics, technical and business professionals to ensure ongoing compliance and transparency.

## What these principles mean for our customers, partners and team members

**Customers**

AI has become an essential tool for individuals and businesses alike. Customers should expect AI that solves real-world challenges, improves productivity and efficiency and drives innovation. AI tools should improve performance while maintaining efficiency, ensuring both tangible gains and a commitment to a future that benefits all in the long term.

Customers should expect AI solutions to stay aligned with industry best practices and standards as technology evolves. This alignment includes efforts to maximize accuracy and minimize bias. Customers should also expect clear disclosures and transparency about AI data use, functionality and accuracy.

It's imperative that AI technology suppliers adhere to robust governance, including ensuring privacy, safety and security practices comply with applicable regulations and prevent misuse.

**Partners**

Dell's partner ecosystem is built on trust and collaboration. When it comes to AI, partners should expect collaboration with Dell to design, develop, deploy and sell systems that deliver mutual growth and meaningful benefits. We believe that partnership efforts should be based on a shared commitment to quality, reliability, safety, fairness and sound business practices.

Partners should expect transparency, privacy, safety and security as foundational elements to uphold ethical data practices. They should also anticipate robust governance processes, safeguards and accountability mechanisms to ensure the integrity and reliability of AI innovation. Dell partners should follow these AI principles to ensure shared expectations and outcomes for customers.

**Team Members**

In both the use and development of AI, our team members should expect access to tools that enhance their ability to solve complex problems. We are committed to providing our team members with skilling/training opportunities to ensure they remain at the forefront of AI advancements.

When team members apply AI, they should expect it to transform their work and deliver positive outcomes for Dell and its customers.

We are committed to using and developing AI tools that align with Dell values, security and safety standards, while ensuring the protection of team members' personal data, as well as company and customer information. We are committed to using a clear governance framework to help ensure that AI is accurate, reduces bias, promotes transparency and adheres to legal requirements.

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