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Dell Technologies Principles
for Ethical Artificial Intelligence

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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 and make it a better place. These technologies must be developed and applied ethically and responsibly.

To that end, we have established these principles to help guide our development and use of AI applications. We believe that AI should be:

Beneficial

AI applications should benefit society and people now and in the future. AI should be human-centered, developed with the complex personal and social needs in mind. It 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 societal impacts of AI should always be carefully considered, respecting cultural norms, furthering social equality, and ensuring environmental sustainability.

Equitable

AI should be honest, fair and equitable. It should be designed to avoid unfair biases and guard against prejudice, discrimination, and the marginalization of vulnerable populations. AI systems may require human oversight or intervention to ensure equitable results. AI should reflect a transparent commitment to equality, diversity and accessibility for all. AI systems should be safe and reliable, guarding the wellbeing of users and yielding results consistent with our values.

Transparent

AI should strive to be explainable, traceable, and transparent. Users should be provided appropriate disclosures and control over their interactions with AI and its use of their data.

Responsible

AI should respect users' expectations of privacy and security. Privacy and security principles should be incorporated in the design, development and use of AI. Users should be permitted to opt in or out of sharing personally identifiable data, and data governance mechanisms should guarantee full compliance with data protection and applicable privacy elections. AI systems, processes and data should be technically robust and designed to secure against malicious actors and unintended uses. Fail-safe mechanisms and processes for human intervention should be developed to avoid undesirable outcomes, validate decisions and provide oversight.

Accountable

The implementation and use of AI should comply with the letter and spirit of globally applicable laws, be consistent with corporate codes of conduct and align with an evolving consensus on ethical practices. 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.

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