

The Experience Accelerator AI Ethics Policy

Created: 17th April 2024

Our parent company, The Experience Accelerator, is the company behind The Avatar Coach solution. This service is dedicated to helping young people thrive in the workplace by using a machine learning powered avatar coach to help deliver personalised growth mindset experiences.

We are committed to upholding the following standards in the deployment of our Generative AI coaching solutions in the following ways:

1. Do No Harm: We will implement rigorous testing to ensure that interactions are positive and supportive, without causing psychological or emotional harm to users. This includes constant monitoring and updating of AI responses to adapt to diverse individual contexts.

2. Transparency and Explainability: We will clearly communicate the capabilities and limitations of the AI to users, ensuring they understand what the AI can do and why certain advice or guidance is provided. We will explain the decision-making process of the AI in simple terms.

3. Responsibility and Accountability: We will establish clear protocols for addressing errors or unintended consequences of AI interactions. We will dedicate human resources to manage these issues and to continuously improve AI behaviour based on feedback and incidents.

4. Protect our Stakeholders: We will safeguard user data to ensure privacy and autonomy. This involves implementing stringent data protection measures, obtaining explicit consent for data use, and providing users control over their information.

5. Fairness: We will continuously work on the AI algorithms to prevent bias and ensure inclusivity and equity. This involves regular audits of the AI's decision-making process, providing equal quality of service to all users regardless of their background, and being open to feedback to address any fairness issues.

Each of these principles are integrated into our company's operational practices, and we review them regularly to ensure they remain effective and true to the intended mission of empowering young professionals. More details on specific points mentioned in this policy can be found on our FAQs page via the web app www.theavatarcoach.com