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CONSCIOUS AI: HOW TO BUILD ETHICAL TECHNOLOGY THAT BENEFITS EVERYONE

ARTIFICIAL INTELLIGENCE

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TRANSPARENCY AND EXPLAINABILITY

AI systems must be understandable both to experts and to everyday users. This means that automated decisions should be clearly explained, especially in sensitive areas such as health, justice, or finance.

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FAIRNESS AND NON-DISCRIMINATION

It is essential to prevent algorithms from reproducing or amplifying existing biases. AI must be designed and trained with diverse and representative data to ensure fair treatment for all people, regardless of origin, gender, or social status.

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ACCOUNTABILITY AND HUMAN OVERSIGHT

There must be clear mechanisms for attributing responsibility when AI fails or causes harm. Additionally, systems must be supervised by humans who can intervene, correct, or halt their operation when necessary.

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PRIVACY AND DATA PROTECTION

Ethical use of AI requires the responsible handling of personal data. This includes obtaining informed consent, minimizing data collection, and ensuring its security against unauthorized access.

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