

Shift 2021

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Wie entwickle ich eine Ethik-Richtlinie und was bringt sie?



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#shift2021 #online



Centre for
Digital Responsibility

Avanade's Four Pillars of Digital Ethics

- Preserves the dignity of humans
- Designs a better information society
- No unlawful or unethical discrimination
- No stigmatization, stereotypes, segregation or exclusion
- Complies with privacy and security laws

- Robust and dynamic
- Feedback loop
- Learns from mistakes
- Auditable



- Humans ultimately accountable
- Humans applied compassion, empathy and sheer common sense

- Transparent
- Enhances digital trust
- Safe
- Digital ethics by design