ETHICAL CERTIFIED AI CHARTER

Version 2.00– July 2026

PREAMBLE

Artificial intelligence is a powerful tool that can enhance human capability, creativity, and decision-making. Like any tool, its value depends entirely on how it is used. We recognize that with this power comes profound responsibility—to our clients, our audiences, and society at large.

This charter represents a public commitment to use AI transparently, responsibly, and ethically. By signing, we acknowledge the realities of AI technology and pledge to uphold the highest standards in our practice.

THE 10 PRINCIPLES

1. ACCOUNTABILITY

We recognize that: AI is a tool under human control. Regardless of how AI is used in our work, ultimate responsibility for all outputs, decisions, and consequences rests with us. We cannot delegate accountability to algorithms.

We commit to: Taking full responsibility for any content, decisions, or outputs that involve AI assistance. We will not blame AI for errors, misrepresentations, or harms that result from our choices. The trust our clients and audience place in us is sacred, and we honor that through complete accountability.

---

2. TRANSPARENCY

We recognize that: Honesty about AI use builds trust, while concealment erodes it. There are contexts where AI involvement is material to judgment, authenticity, or value—and in those contexts, disclosure matters.

We commit to: Being transparent about AI use when it is material to our work or when it affects the trust relationship with our clients or audience. We will not hide AI involvement when honesty requires disclosure, nor will we misrepresent AI-generated work as purely human-created when doing so would be deceptive.

---

3. COMPETENCE

We recognize that: AI systems have inherent limitations, biases, and failure modes. Responsible use requires understanding these constraints and knowing when AI is appropriate—and when it is not.

We commit to: Understanding the capabilities and limitations of the AI tools we use. We will educate ourselves about potential biases, errors, and inappropriate use cases. We will not deploy AI in contexts where we lack sufficient understanding to use it responsibly.

---

4. HUMAN OVERSIGHT

We recognize that: AI should augment human judgment, not replace it. Critical thinking, ethical reasoning, and final decision-making authority must remain with humans, particularly in contexts affecting people's lives, rights, or wellbeing.

We commit to: Maintaining meaningful human oversight of all AI-assisted work. AI will serve as a thought partner, not an autonomous decision-maker. We will review, verify, and take ownership of all outputs before they reach clients or audiences. Decisions affecting people's rights, safety, health, finances, legal standing, or reputation will always require human judgment and approval.

---

5. HARM PREVENTION

We recognize that: AI can be misused to deceive, manipulate, exploit, or harm. Ethical practice requires actively preventing such misuse and considering the potential consequences of our work.

We commit to: Never using AI to deliberately deceive, defraud, manipulate, or harm others. We will consider the potential negative impacts of our AI use and take reasonable steps to prevent harm. We will not use AI to create misleading content, impersonate others or take advantage of people's trust, ignorance, or circumstances.

---

6. SOURCE INTEGRITY

We recognize that: AI can generate plausible-sounding information that is false, outdated, or unverifiable. Claims presented as fact must be grounded in truth, not in AI's statistical approximations.

We commit to: Ensuring that any factual claims in AI-assisted work are backed by credible, verifiable sources. We will not present AI-generated assertions as established facts without verification. When AI helps with research, we remain responsible for confirming accuracy and providing proper attribution.

---

7. DATA PRIVACY & COMPLIANCE

We recognize that: AI systems often process personal data, and their use must respect privacy rights and comply with regulations including GDPR, Informatique et Libertés, and other applicable laws.

We commit to: Protecting the privacy and data rights of individuals when using AI tools. We will comply with all applicable data protection regulations, obtain necessary consents, and ensure that sensitive or confidential information is only processed by AI systems that meet our data protection standards and legal obligations. We will be transparent about data practices when required.

---

8. CONTINUOUS LEARNING

We recognize that: AI technology evolves rapidly, as do best practices, risks, and societal expectations. Yesterday's responsible use may be inadequate tomorrow. Ethical AI practice requires ongoing education.

We commit to: Staying informed about developments in AI capabilities, limitations, ethics, and best practices. We will engage in continuous learning to ensure our AI use remains responsible as technology and standards evolve. We will pursue training and guidance when needed to build and strengthen our competence.

---

9. SUPPLY CHAIN RESPONSIBILITY

We recognize that: AI use by our subcontractors, vendors, and partners can impact our clients just as much as our own AI use. Responsibility cannot be outsourced along with work. When we engage third parties whose outputs reach our clients, their AI practices become an extension of ours.

We commit to: Requiring any subcontractor, vendor, or partner whose work reaches our clients to adhere to these charter principles. We will communicate these standards to subcontractors and verify their compliance where AI is involved in deliverables, and take responsibility for ensuring our supply chain meets the same ethical standards we pledge to uphold.

---

10. FAIRNESS & NON-DISCRIMINATION

We recognize that: AI systems can produce discriminatory or inequitable outcomes across protected groups even when no harm is intended. Bias enters through training data, proxy variables, and design choices, and its effect is structural rather than deliberate. An outcome that disadvantages people on the basis of a protected characteristic is a failure whether or not anyone meant it to happen.

We commit to: Testing AI systems that make or influence decisions about people for disparate impact across protected groups, both before deployment and as they operate. We will document the groups assessed and the safeguards applied, and we will correct or withdraw any system that produces unjustified inequitable outcomes. We judge fairness by its effect on people, not by intent.

THE LEVELS

LEVEL 0: NO AI USE

Definition: Zero artificial intelligence in any workflow, decision-making, or output creation.

What this means:

- No LLMs for drafting, research, or ideation
- No AI image generation or editing
- No AI-powered tools (such as Grammarly spell-check)
- No AI in data analysis or recommendations
- Human-only processes from start to finish

Examples:

- Artisan furniture maker working from mental design (Google Images for inspiration allowed)
- Legal firm with client mandate for zero AI
- Traditional artist using manual techniques only
- Researcher using only human-reviewed sources

Why certify at Level 0?

Proves to clients that work is purely human when that's a requirement or competitive advantage.

LEVEL 1: MAXIMUM OVERSIGHT

Definition: AI used with comprehensive human review and verification at every stage.

What this means:

- Every AI output reviewed by qualified human before use
- All AI-generated claims verified against primary sources
- Clear approval chain for AI-assisted work
- Regular audits of AI use and outputs
- Training protocols for all staff using AI

Examples:

- Law firm using AI for research, every citation verified by lawyer
- Medical practice using AI diagnostics, doctor reviews every result
- Financial advisor using AI analysis, analyst checks all recommendations
- Content creator using AI drafts, complete human rewrite and fact-check

Why Level 1?

Maximum risk mitigation. Appropriate for high-stakes decisions affecting health, finances, legal rights, safety.

LEVEL 2: STANDARD OVERSIGHT

Definition: AI used with systematic human review and quality controls.

What this means:

- Spot-checking of AI outputs (not every single one)
- Clear guidelines on when AI can/cannot be used
- Human approval required for final deliverables
- Regular training on AI limitations
- Documented escalation process for concerns

Examples:

- Marketing agency using AI for draft copy, editor reviews before client delivery
- Accounting firm using AI for data entry, accountant reviews reports
- Software company using AI coding assistants, code review before deployment
- Customer service using AI chatbots, human escalation available

Why Level 2?

Balanced approach. Efficiency gains from AI while maintaining quality and accountability. Suitable for most professional services.

LEVEL 3: MINIMAL OVERSIGHT

Definition: AI used with limited review protocols and no systematic quality assurance.

What this means:

- AI outputs used with minimal or no review
- No formal guidelines on AI use
- Inconsistent training on AI limitations
- Review happens only when problems arise
- No systematic quality control
- Staff unsure when to escalate AI concerns

Examples:

- Company using AI chatbots with no escalation protocol
- Team using AI-generated content without fact-checking
- Business using AI recommendations without verification
- Department using AI tools without formal policies

Why Level 3?

Honest assessment: "We're using AI but haven't built proper controls yet." Starting point for improvement.

LEVEL 4: NO OVERSIGHT

Definition: AI used without monitoring, review, or quality control. Maximum risk exposure.

What this means:

- AI outputs used directly without human review
- No policies on AI use
- No training on AI limitations or risks
- Staff unaware of what AI is being used where
- No escalation procedures
- No awareness of AI-related risks

Examples:

- Chatbot responding to customers with no human monitoring
- AI-generated reports sent directly to clients unchecked
- Marketing content auto-posted without review
- Hiring decisions made by AI without human verification
- Financial advice generated by AI without oversight

Why Level 4?

Brutal honesty: "We're exposed and we know it." Creates urgency for training and process improvement. Better than hiding the problem.

KEY PRINCIPLES

Company-Wide Level Assignment

The certification level applies to the entire organisation.
The reason is simple: clients experience the company as a whole, not as individual departments.

Rule:

The lowest-performing department determines the certification level.

If Accounting operates at Level 1 but Customer Service is at Level 4, the company is certified at Level 4.
This prevents weak areas from being hidden and encourages company-wide alignment.

Levels Measure Process Quality, Not AI Volume

Certification evaluates how responsibly AI is managed, not how much AI is used.

Examples:

- Heavy AI use with strong oversight → Level 1
- Light AI use with no oversight → Level 4

High usage is not a problem.
Poor process is.

Improvement Pathway

Certification levels are not fixed. Companies can improve through:

- 3-month review cycles
- Targeted training via AI-Plus.org
- Implementation of clear processes and documentation
- Cultural changes toward responsible AI use

The progression is structured and achievable:

- Level 4 → Level 3: Awareness training, minimum safeguards
- Level 3 → Level 2: Process setup, accountability mechanisms
- Level 2 → Level 1: Rigour, documentation, verification, audits

This creates a transparent, supportive path toward higher responsibility.

Transparency Is the Goal

The entire system is built on trust.

Self-declaration only works if it is honest.
Misrepresenting your level undermines the company's credibility with clients and partners.

A low but truthful level is always better than a dishonest one.