

Our Data and AI ethics principles

Promoting trustworthiness and integrity in AI development and deployment

1 Trust

- Our use of data and AI is guided by our [Trust Principles](#).



2 Ethical partnerships

- We strive to partner with individuals and organizations who share our ethical approaches to data, content, and AI.



3 Security and privacy

- We prioritize security and privacy in our use of data and throughout the design, development, and deployment of our AI products and services.
- **72%** of firm professionals [see proven data security](#) as a key driver in their adoption of AI-powered technology.



4 Human involvement

- We maintain meaningful human involvement and design AI products and services that treat people fairly.



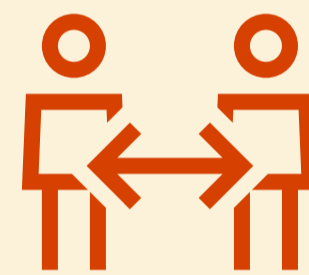
5 Reliability and consistency

- Our AI products and services are reliable, consistent, and empower socially responsible decisions.



6 Accountability

- We implement and maintain appropriate accountability measures for our use of data and AI products and services.

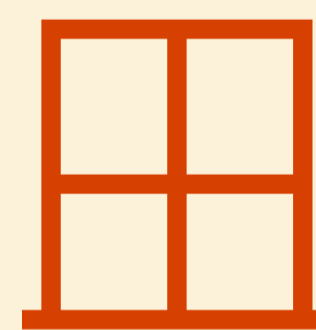


7 Transparency

- We implement practices to make the use of data and AI in our products and services understandable.
- **54%** of professionals consider transparency of data sources a vital component of responsible AI use.

“Your confidential information will not become output for a third party.”

Steve Hasker, CEO, Thomson Reuters



8 Safe and inclusive work environment

- We use employee data to ensure a safe and inclusive work environment and to ensure compliance with regulations and company policies.



These Data and AI ethics principles guide us and provide us with the right foundations to build trustworthy, practical, and beneficial AI for professionals.

Read our full principles here

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Explore more on how we are delivering innovative AI technology 