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**OPEN VOICE NETWORK**  
Voice worthy of user trust



# THE ETHICS AND INTEGRITY CHARTER FOR LLM-BASED AI

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Behind everything we currently call "AI," or will ever call "AI," are humans.

Behind every prompt, every algorithm, every set of training data, every language model, every chatbot, and every voice assistant, are both human teams, full of talented contributors, and human decision-makers, who control what types of experiences conversational AI delivers for us as a society.

ChatGPT and similar AI derived from large language models have accelerated the public's interest in artificial intelligence. New use cases for the technology emerge on a daily basis, and entire industries have been re-shaped by what this new AI is able to do.

The time is now to agree on a shared vision of what conversational AI should be, do, and represent within our culture and society.

For as divided as we are on numerous societal issues, AI represents a unique and powerful opportunity to acknowledge our shared humanity. Together, we can deliver a unified message to the humans and companies that are not just working to create AI today, but will spend the rest of our lives creating the AI that shapes our world tomorrow.

This vision for conversational AI consists of six equally important pillars: transparency, inclusivity, accountability, sustainability, privacy, and compliance.

## TRANSPARENCY

Users of conversational AI systems have the right to understand how their data is being used and how any conversational AI system is making decisions.

## INCLUSIVITY

Conversational AI systems will not discriminate against any individual or group based on race, gender, ethnicity, age, religion, or any other personal characteristic. AI systems will not discriminate against any individual or group based on race, gender, ethnicity, age, religion, or any other personal characteristic.

## ACCOUNTABILITY

Companies and executives working to create conversational AI systems are accountable for the process they use to create them, as well as to build provenance into the fabric of these systems.

## SUSTAINABILITY

Conversational AI systems, whether in ongoing functionality or in their development, should not compromise the economic, social, or environmental sustainability of our shared future.

## PRIVACY

Conversational AI systems should deliver utility to users within publicly-stated parameters, and ensure that information on users is not leveraged beyond its intended purpose.

## COMPLIANCE

Conversational AI systems should not merely align with an abstract sense of morality and ethics, but should also comply in absolute terms with current laws and regulations.

We, the undersigned community of executives, media, and technologists, pledge to do business with, collaborate with as partners, and value the work product of companies honoring these six equally important pillars of trust in conversational AI.

*Media Collective*  
*Shirley Pan*  
*Vijay Singh*  
*Domenico*  
*Sony Clark*  
*Emily Bingham*  
*Sam*  
*Richard*  
*Mandie Stoder*  
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