

Initiatives for AI Ethics by JEITA Members Aiming to Promote Ethical Development and Use of AI

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Japan Electronics and Information Technology Industries Association
(JEITA)

Background and Purpose of This Material

Artificial Intelligence (AI) has achieved rapid development in recent years, being described as the third AI boom, and is expected to bring about abundant value to society, such as significant contribution to the realization of Society 5.0. Machine learning technology, including deep learning which forms the core of AI technology, is currently being used to extract certain characteristics or tendencies from a vast amount of data, and enables high-speed, large-volume data processing and new discoveries that cannot be achieved by human efforts alone. At the same time, it has been pointed out that AI could produce side effects, e.g., biases in data affect the judgments made by AI, which could result in discrimination.

In order to reduce such side effects of AI and promote the sound development of AI technology and society, it is important to consider AI technology from an ethical perspective. Without the concerted efforts of all stakeholders in society, including not only companies engaging in developing and providing AI technology but also companies and individuals using AI, it would be impossible to ensure AI ethics in various aspects such as development and use of AI.

Initiatives for AI ethics are being carried out at home and abroad by a number of organizations and individuals in the industrial, academic and public sectors. For example, in Japan, the Ministry of Internal Affairs and Communications and the Ministry of Economy, Trade and Industry have published expert review results and guidelines, and companies engaging in AI technology have formulated principles and guidelines concerning AI ethics.

In view of such circumstances, JEITA has prepared a material to introduce the initiatives for AI ethics being carried out by JEITA members. We expect that this material will help all stakeholders in society, including not only developers of AI but also providers and users of AI solutions, to consider and cooperate for AI ethics, hoping to realize AI-Ready Society, where safe and secure AI will bring about abundant value, and to accelerate Society 5.0.

OKI Group's Initiatives

OKI Group AI Principles

■ Position of AI or AI ethics in the management policy

In 2019, the Group released the OKI Group AI Principles that guide what value the Group should create through offering AI products with a view to creating a human-centric AI society in the near future. These principles are based on the values on which the Group should place priority, based on the Group's Charter of Corporate Conduct and the Code of Conduct that serve as the basis of the Group's approach to fulfilling its corporate responsibility in line with the corporate philosophy, and serve as guidance for all of the Group's corporate activities relating to AI with a view to helping customers and society understand the value of the Group's AI products and achieving harmonious co-existence between humans and AI.

■ Outline

The Group has been devising specific measures to put the OKI Group AI Principles into practice, such as the creation of necessary systems and the formulation of guidelines. In addition, it has provided all employees with AI education, such as AI literacy education and a workshop for discussing risks associated with the use of AI. Through these efforts, the Group has strengthened its initiatives to have customers feel assured of its AI products. Meanwhile, due to the changing relationship between AI and humans as well as between AI and society over time, new challenges will emerge in the near future. OKI Group will continue discussing and reviewing appropriate ways to provide AI as well as services and technologies using AI by such means as intra-company events.

■ Initiative Document

○ [OKI Group AI Principles](#)

■ Related information

○ [OKI Report 2021](#)

JVCKENWOOD's Initiative

JVCKENWOOD Group AI Policy

■ Position of AI/AI ethics in the management policy

The JVCKENWOOD Group commits to contributing to the realization of a sustainable society through sustainability management, including engagement with society such as through initiatives relating to human rights, product quality and safety, and AI ethics. The Group has established its AI policy as a part of its initiatives relating to AI ethics.

■ Outline

In line with its corporate vision, “Creating excitement and peace of mind for the people of the world,” the JVCKENWOOD Group aims to continue to be a company that is trusted by and contributes to society. To ensure the safe and effective development and use of AI, the Group has established its AI policy that includes compliance with laws and international norms; respect for human rights; ensuring safety; transparency and accountability; AI development and human resource development; and dialogue with stakeholders. The Company will fulfill its responsibilities as a global company through continuous efforts for setting guidelines for product development and research and providing education on AI ethics, in conformity with compliance codes of conduct that reflect common values and ethics for the entire Group.

■ Initiative Document

- [JVCKENWOOD Group AI Policy](#)

■ Related Information

- [Human Rights Initiatives](#)

Sony Group's Initiative

Sony Group AI Ethics Guidelines

■ Position of AI or AI ethics in the management policy

In "Sustainability Report 2021," Sony Group designates "Technology" as one of the "Most important" materiality items and also designates "Respect for Human Rights" as one of the "Important" materiality items along with "Corporate Governance" and "Ethics and Compliance"; and it explains "Responsible AI Initiatives" including the "Sony Group AI Ethics Guidelines" in the section on "Respect for Human Rights." The section on "Respect for Human Rights" also makes mention of "Information Security and Privacy" together with "Responsible AI Initiatives."

On the Sony Group's website, the "Corporate Info" section provides a site titled "AI for People: Sony's AI Initiative" in which the "Sony Group AI Ethics Guidelines" are available.

■ Outline

In order to ensure and promote dialogue with various stakeholders and the proper utilization and research and development of AI within the Sony Group, the Sony Group has formulated guidelines on seven items (Supporting Creative Life Styles and Building a Better Society; Stakeholder Engagement; Provision of Trusted Products and Services; Privacy Protection; Respect for Fairness; Pursuit of Transparency; The Evolution of AI and Ongoing Education).

■ Initiative Document

- [Sony Group AI Ethics Guidelines](#)

■ Related Information

- [Sustainability Report 2021](#) (Responsible AI: p.67)

Toshiba Group's Initiatives

Toshiba AI Governance Statement

■ Position of AI or AI ethics in the management policy

Digital transformation (DX) is a global trend, making the development and application of AI technology more important than ever. Toshiba Group is advancing the realization of carbon neutrality and a circular economy through DX, and promoting the application of AI that will help to solve social issues in critical infrastructure and other areas. The Group has formulated Toshiba AI Governance Statement, which contains AI-related principles comprising seven aspects, including the following: ensuring safety and security; developing AI and cultivating talent; and emphasis on fairness. By establishing AI governance in line with this statement, the Group recognizes its responsibility to people and the future, and will develop, deliver and implement trustworthy AI systems to address social issues, upholding the venture spirit of the Group that has been passed down for generations.

■ Outline

In line with the approaches reflected in the statement, the Group is also committed to increasing the number of employees who understand AI and is developing frameworks to maintain the quality of its AI systems. With respect to human resource development, in addition to enriching AI engineers, the Group will enhance the AI literacy of non-engineering managers, to improve their ability to provide trustworthy AI to customers. With respect to the frameworks to maintain the quality of its AI systems, the Group has developed its AI Quality Assurance Guidelines and quality cards that visualize quality assurance from the customer perspective. Another measure is the implementation of MLOps,^{*1} infrastructure for machine learning system development and operation, to maintain trustworthy machine learning models and prevent performance degradation due to changes in the operational environment after the deployment of AI systems.

■ Initiative Document

- [Toshiba AI Governance Statement](#)

■ Related information

- [Toshiba Group Announces AI Governance Statement, to Promote Provision of Trustworthy AI](#)
- [Sustainability Management of Toshiba Group > ESG Performance > Governance](#)

^{*1}: MLOps (Machine Learning Operations): a framework for managing the lifecycles of machine learning models

NEC Group's Initiatives

NEC Group AI and Human Rights Principles

Basic Governance Rules for Implementation of NEC Group AI and Human Rights Principles

■ Position of AI or AI ethics in the management policy

NEC has formulated the NEC Group AI and Human Rights Principles (the “Companywide principles”) to guide our employees to recognize respect for human rights as the highest priority in our business operations in relation to the social implementation of AI and utilization of biometrics and other data (“AI utilization”). NEC has also established companywide rules for implementing these principles. The rules clarify the relationships among the AI Governance Officer, the Board of Directors, the Risk Control and Compliance Committee, and the External Expert Council, and position them as our corporate governance organizations. We coordinate with various external and internal divisions and functions to address AI governance.

■ Outline

In carrying out AI business, NEC adopts the agile governance framework set out in the Governance Guidelines for Implementation of AI Principles published by the Ministry of Economy, Trade and Industry, and responds to changes in the environment surrounding AI and human rights, such as laws and regulations and demands from society, and revises our rules and our implementation of measures in an agile manner. NEC also incorporates risk mitigation initiatives in AI projects into the internal process and conducts education to improve employees' risk sensitivity. We seek advice from the Digital Trust Advisory Council, which consists of external experts, on strengthening our AI governance, and reflect such advice into our initiatives. In addition, we actively collaborate with various stakeholders with a view to building a framework for an AI society.

■ Initiative Document

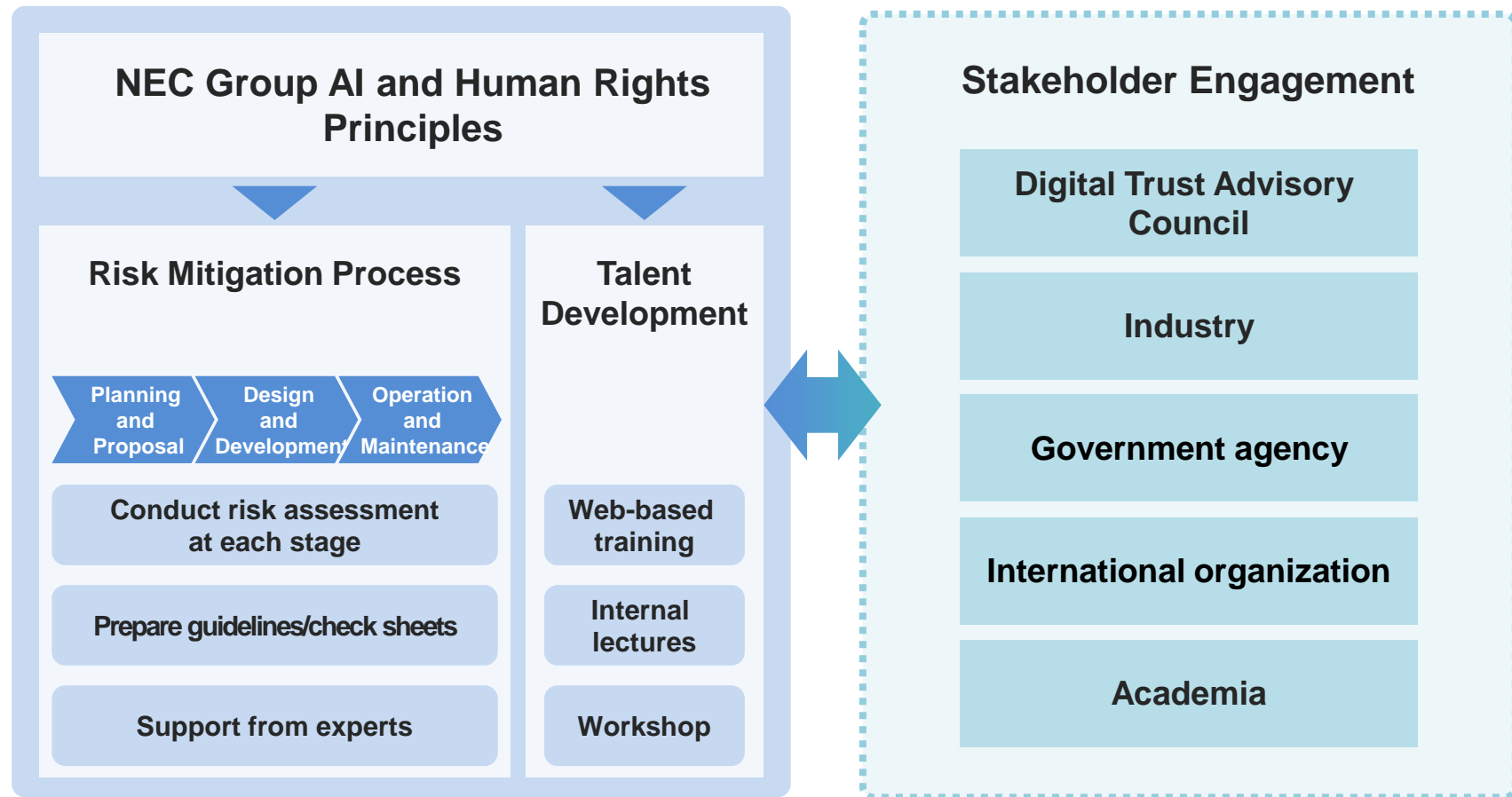
○ [AI and Human Rights: Social | NEC](#)

■ Related information

○ [Archives: Sustainability | NEC](#)

Overall picture of NEC's AI governance initiatives for ensuring respect for human rights

Carry out initiatives to respect human rights as the highest priority and promote business activities in the social implementation and utilization of AI



Microsoft's Initiative

Microsoft AI Principles

■ Position of AI or AI ethics in the management policy

In the Annual Report 2021, Microsoft advocates four interconnected pillars for achieving its mission ("Empower every person and every organization on the planet to achieve more"), one of which is "Earn trust." The "responsible use of AI" is positioned as one of the important factors on which trust is built, along with "privacy," "security," "digital safety," and "transparency."

■ Outline

In 2018, based on the idea that AI should be developed and used for the benefit of every person and based on the trust of people, Microsoft set forth basic principles for promoting people-centered, responsible development and use of AI, consisting of six items (Fairness, Reliability & Safety, Privacy and Security, Inclusiveness, Transparency, and Accountability). Microsoft further formulated its Responsible AI Standard which sets forth specific requirements based on the basic principles, ensuring that these principles will be put into practice at the time of development and use of AI.

■ Initiative Document

- [Microsoft AI Principles](#)

■ Related Information

- [2021 Microsoft Impact Summary](#) (OUR COMMITMENTS : p.21)

Panasonic Group's Initiatives

Panasonic Group AI Ethical Principles

■ Position of AI or AI ethics in the management policy

The Panasonic Group aims to realize customers' well-being and social sustainability utilizing AI. In order to provide innovative products and services that serve as solutions for life and society in various business fields, including consumer electronics, housing, automobiles, and B2B solutions, the Group has been focusing considerable efforts on the study, development, and implementation of AI.

In recent years, ethical issues relating to AI have become social issues due to the inappropriate use of AI, which has caused the promotion of discrimination, infringement of privacy, safety concerns, and more. To deal with these problems, the Group has established AI Ethical Principles that must be observed throughout the entire Group to facilitate the responsible use of AI in order to offer customers reliable AI products and services.

■ Outline

The Panasonic Group, in line with its business management philosophy to realize an ideal society with affluence both in mind and matter, aims to achieve well-being and sustainability in the areas of life, mobility and B2B. In order to attain this goal, the Group has formulated its AI Ethical Principles constituted by five pillars, i.e. (1) Creating a better life and society, (2) Design, development, and verification for safety, (3) Respecting human rights and fairness, (4) Transparency and accountability, and (5) Protecting customers' privacy. To implement these principles, the Group has created an AI Ethics Committee to conduct AI ethics risk checks at development sites and promotes AI ethics training for all Group employees.

■ Initiative Document

- [Panasonic Group AI Ethics Principles](#)

■ Related information

- [Sustainability site 2022 \[AI Ethics\]](#)

Hitachi's Initiative

Principles guiding the ethical use of AI in Hitachi's Social Innovation Business

■ Position of AI or AI ethics in the management policy

"Hitachi Sustainability Report 2021" published by the Hitachi Group explains "Principles Guiding the Ethical Use of AI" in the section titled "Innovation Management" in the category of "Social." In this section, the report provides links to materials titled "AI Ethics" and "AI Ethics white paper", which announces "Principles guiding the ethical use of AI in Social Innovation Business" and "Hitachi's Activities for the Ethical Use of AI in its Social Innovation Business."

■ Outline

For the purpose of promoting the use of AI, Hitachi has formulated the Standards of Conduct to be respected in each of the three stages of planning, societal implementation and maintenance of AI (I. Development and use of AI will be planned for the realization of a sustainable society; II. AI will be societally implemented with a human-centric perspective; III. AI will be maintained and managed to provide long-term value), as well as the seven items to be addressed which commonly apply to all these stages (Safety; Privacy; Fairness, Equality, and Prevention of discrimination; Proper and responsible development and use; Transparency, Explainability and Accountability; Security; Compliance).

■ Initiative Document

- [Principles guiding the ethical use of AI in its Social Innovation Business](#)

■ Related Information

- [Hitachi Sustainability Report 2021](#) (Principles Guiding the Ethical Use of AI: p.87)

Fujitsu Group's Initiative

Fujitsu Group AI Commitment

■ Position of AI or AI ethics in the management policy

The Fujitsu Group has long advocated the concept of “human centric” use of information technology. In March 2019, as a reflection of the recent rapid development of AI technologies, the Fujitsu Group formulated and announced the **"Fujitsu Group AI Commitment"**. As a company carrying out AI-related business including research, development, provision and operation activities, we emphasize the importance of communication with a wide range of stakeholders in the community, including users and consumers, and aim to distribute the enormous value of AI to the society. For that purpose, the commitment outlines our promises with the customers and the community.

■ Outline

Based on the “AI Commitment,” the Fujitsu Group carries out measures to enhance education, guidance, and the following organizational measures:

- **AI Ethics and Governance Office**

The office strategically leads our efforts of technology ethics, including administration of the committee and the working group below, enhancing ethics in the Fujitsu Group and cooperation with outside communities.

- **Fujitsu Group External Advisory Committee on AI Ethics**

While positioning AI ethics as part of corporate governance, the committee provides high-level review by external experts in AI and other fields, and we share the review results with the board of directors.

- **Human Centric AI Working Group**

With the aim of reducing concerns about human rights and ethics in the process of research, development, implementation and operation of AI, the working group consisting of related divisions in our company evaluates and discusses such concerns and supports AI business.

- **Research Center for AI Ethics**

The center carries out global activities, focusing on both academic research on AI ethics, and creation and provision of AI technology.

■ Initiative Document

- [Fujitsu Group AI Commitment](#)

■ Related Information

- [Fujitsu Group Integrated Report 2020](#) (Approach to AI Ethics Initiative : p.42)

Points of Fujitsu's AI Governance

Four key areas of Fujitsu's AI Governance

Realization of Human-Centric AI

Origin of Fujitsu's IT philosophy

Fujitsu has been advocating the "human-centric" concept for more than 10 years and utilizing technology for human beings.

Realizing the Fujitsu Way and Purpose

Our purpose is to "make the world more sustainable by building trust in society through innovation."

It is actualized for AI as "The Fujitsu Group AI Commitment."

Ensuring Objectivity

Ethics shall not be self-satisfactory

"The Fujitsu Group AI Commitment" was formulated with reference to the principles developed by AI4People in Europe based on the Principles of Bioethics.

"The Fujitsu Group External Advisory Committee on AI Ethics" composed of outside experts

Experts in AI, law, life and medical science, zoology, SDGs, and consumer administration contribute to our AI ethics from multiple perspectives.

Establishment of AI Governance System

Response to three points of AI risk

AI Ethics Governance Office leads company-wide activities including the committee and the working group. Business teams in charge of user's implementation of AI, R&D units including the Research Center for AI Ethics, legislation/policy-related and other legal & compliance teams get together and constitute our internal governance system.

Ethics linked to corporate governance

Discussions at "The Fujitsu Group External Advisory Committee on AI Ethics" are shared with the Board of Directors, which supervises our internal system for AI ethics.

Expansion of On-the-Spot Perspective

Guidelines for AI

We are developing various guidelines that respond to business risks.

'Human Centric AI Working Group'

We have established an ethics consultation service consisting of departments specializing in technology, business, human rights and law.

Work with AI Governance community

We work with user companies of our AI technology for AI Governance.

Mitsubishi Electric's Initiative

Mitsubishi Electric Group AI Ethics Policy

■ Position of AI or AI ethics in the management policy

The Mitsubishi Electric Group has declared that it will contribute to the realization of a vibrant and sustainable society through continuous technological innovation and ceaseless creativity. In accordance with this, we will contribute to the realization of a sustainable society by solving social issues through technological innovations in AI. Furthermore, the Mitsubishi Electric Group will promote the responsible development and use of AI, taking into account not only convenience, but also safety and security.

The Mitsubishi Electric Group's website publishes its AI ethics policy as part of its initiatives for human rights under the category of "Sustainability."

■ Outline

In order to promote the development and use of human-centered AI, taking into account not only convenience, but also safety and security, through dialogue with diverse stakeholders amid the global spread of use of AI, the Mitsubishi Electric Group has formulated its "AI Ethics Policy" consisting of seven items (Realization of a human-centered AI society; Fair and non-discriminatory utilization; Ensuring safety and security; Consideration for privacy; Transparency and accountability; Development of AI and human resources; Compliance with laws and regulations). Based on changes in the technology related to AI and social trends, the Mitsubishi Electric Group will evolve this policy and contribute to the realization of an AI society centered on human beings.

■ Initiative Document

- [Mitsubishi Electric Group AI Ethics Policy](#)

■ Related Information

- [Sustainability Report 2021](#)

Ricoh Group's Initiative

Ricoh Group Basic Policy for AI Technology Utilization

■ Position of AI/AI ethics in the management policy

Based on its founding principles, the Spirit of Three Loves, a dedication to people, one's country, and a passion for work which are the core of corporate activity, the Ricoh Group strives to attain business growth as a digital service company and to realize a sustainable society by tackling social challenges through its business activity. In addition to these core principles, the Group has also taken into account ESG elements to set its Basic Policy for AI Technology Utilization, as well as its human rights policy and data privacy policy. Ricoh explores workplace challenges in depth so that we are integrated into various aspects of your work and deliver high-quality support. We will develop optimal AI to find the very best solutions and deliver value to the workplace.

■ Outline

The Ricoh Group has established the following policies to provide fulfilment to people, efficiency, and convenience, through integrating and leveraging advanced technology and AI.

1. Respect for Human Rights: The Ricoh Group will apply AI based on the human rights policy.
2. Data Privacy Policy: The Ricoh Group will handle customer information based on the data privacy policy.
3. Fairness: We recognize that the use of AI may introduce bias in the results. Therefore, we will strive to avoid bias in our use and application of AI.
4. Creating New Value: The Ricoh Group will create new value by using AI, to help customers grow and solve their problems.

■ Initiative Document

- [Ricoh Group Basic Policy for AI Technology Utilization](#)

■ Related Information

- [Integrated Report](#)