AI, like all technologies, must be designed, developed and used in accordance with States’ obligations and private actors’ responsibilities under international human rights law.

-A Special Rapporteur on freedom of expression
States should ensure that public sector bodies act consistently with human rights principles when they buy and use AI. This includes conducting public consultations and undertaking Human Rights Impact Assessments or Public Agency Algorithmic Impact Assessment prior to buying and using AI. Government use of AI should be subject to regular audits by external, independent experts.

States should ensure that human rights are central to private sector design and use of AI. This includes updating and applying existing regulation, particularly data protection regulation, to the AI domain.

States should create a policy and legislative environment conducive to a diverse, pluralistic information environment, including taking measures to ensure a competitive field in the AI domain.

UN Guiding principles on business and human rights
All efforts to elaborate guidelines or codes on ethical implications of AI technologies should be grounded in human rights principles.

Non-discrimination
Companies must prevent and account for discrimination at both the input and output levels of AI systems. This includes prioritizing the avoidance of bias and discrimination in the choice of datasets and design of the system and ensuring teams designing and deploying AI systems reflect diverse and non-discriminate attitudes.

Transparency
• Companies should make explicit where and how AI technologies and automated techniques are used on their platforms, services and applications.
• Companies should publish data on content removals, including how often removals are contested and challenges to removals are upheld.
• Human Rights Impact Assessments and public consultations should be carried out during the design and deployment of new AI systems.
• Companies should make all AI code fully auditable.
• Individual users must have access to remedies for the adverse human rights impacts of AI systems.

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