Spark's Artificial Intelligence Principles

About this document

Artificial Intelligence (AI) technologies are evolving and being deployed at scale. These technologies have increasingly sophisticated capabilities which allow them to make decisions on our behalf and take automated actions that directly impact people or influence their behaviours, opinions, and choices.

These principles are a public commitment and guide for Spark employees to inform how Spark AI technologies are designed, deployed, and operated within our business.

Our AI Principles

Spark will take a responsible and ethical approach to the design and operation of AI technologies. We will continue to monitor and evolve these Principles with the development of new tools and processes related to the use of AI technologies.

Ethical design

All Spark employees involved in the creation and design of AI technologies, including technologies that leverage third-party software, must consider the end-to-end ethical impacts of the technology in use.

Diversity, inclusivity, and bias

AI technologies rely on data sets to detect patterns and train machine learning algorithms to predict outcomes. Data sets that contain intentional and unintentional biases can lead to outcomes that impact people unfairly. We will implement processes to help identify and minimise bias in the data sets we use.

Privacy

When designing AI and automated solutions we will adhere to Spark's Privacy Policy and our Privacy Values. See the About your Privacy section on our website for more information.

Informed human decision making

When our AI technologies relate to sensitive or impactful topics a human must be accountable for decision making. In this situation the limits of our solution must be clearly understood and articulated to the user. The data used, the automated decisioning process, and the automated logic behind the recommendation should be clear and transparent to the individual responsible for the human decision and action.

Transparency and explicability

Our AI technologies must be transparent and humanly explicable. We must be able to clearly articulate and explain how the solution works and how the automated decisions are made. Spark AI technologies must have a means of logging or capturing automated decisions and actions which can be used by humans to review and understand the automated process and actions that led to the outcome.

Review and oversight

We regularly review AI technologies, prediction, and decision-making processes to ensure that they are functioning as designed and expected, including reviewing for bias, and intervene to address any issues found. Where any Spark employee feels that an AI technology is not delivering an outcome, or is not operating in accordance with these Principles, then their concerns should be raised with their manager, the appropriate accountable team, or through the anonymous Spark 'Honesty Box' process.

Related documents:

- Spark Privacy Policy
- Spark Human Rights Policy