PIKOM

PIKOM Unveils Industry-Leading Framework for Ethical AI Development and Usage

Petaling Jaya, Selangor, Malaysia, 4 April 2024 – PIKOM, the National Tech Association of Malaysia, today launched a policy paper outlining a comprehensive framework for ethical AI development and usage. The framework, known as the PIKOM "7 by 7" Policy and Characteristic (P&C) framework, emphasizes risk management and strong governance practices to ensure responsible AI deployment.

"PIKOM is committed to fostering a thriving and responsible AI ecosystem in Malaysia," stated Ong Chin Seong, Chairman of PIKOM. "Our new P&C framework equips stakeholders in the local technology industry with practical guardrails and policies to ensure ethical AI development and usage."

Key Features of the PIKOM "7 by 7" P&C Framework

- **Seven Key Guiding Policies:** The framework outlines seven core policies to guide ethical AI development, including fairness, reliability, safety, privacy, security, inclusivity, accountability, transparency, and pursuit of human benefits.
- **Clear Rationale and Supporting Characteristics:** Each policy is accompanied by a clear rationale that explains its importance and how it mitigates specific risks. The framework also advocates for seven key characteristics to be embedded within organizational risk and governance frameworks. These characteristics include informed consent, continuous monitoring, collaboration, environmental impact assessment, human oversight, education and awareness, and checks and balances.
- **Independent Third-Party Review:** PIKOM proposes the establishment of independent third-party reviews to ensure adherence to the outlined policies. These third parties can function similarly to financial auditors, upholding standards and certifications.
- **Regular Review and Revision:** The framework acknowledges the evolving nature of AI technology and emphasizes the need for periodic review and revision of the policies and guidelines to maintain relevance and effectiveness.

A Call for a Culture of Ethical AI

The PIKOM "7 by 7" P&C framework represents a significant step forward in promoting ethical AI practices within Malaysia's technology industry. By outlining clear guardrails, fostering a culture of transparency and accountability, and advocating for continuous improvement, PIKOM is paving the way for a more inclusive, trustworthy, and ethical AI ecosystem.

PIKOM Research Chair Woon Tai Hai shared, "The policy paper is developed by PIKOM Research Committee around the priorities in National AI-Roadmap 2021-2025 which PIKOM was also involved in its development back in 2021. We have also recently provided our feedback to MOSTI on the AI Governance and Ethics Framework (AIGE) it is developing."

PIKOM encourages all stakeholders in the Malaysian technology industry to download the full research report and explore the PIKOM "7 by 7" P&C framework from www.pikom.org.my.

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About PIKOM

PIKOM, THE NATIONAL TECH ASSOCIATION OF MALAYSIA, is the association representing the technology industry in Malaysia. Its membership currently stands at more than 1,000 active companies involved in a whole spectrum of tech products and services, and which command 80% of the total TECH business in Malaysia.

As the Voice of the Tech Industry, PIKOM embraces the task of growing the size and capabilitiesof the tech industry in Malaysia by creating opportunities for its members as well as all Malaysians to capture the benefits offered by advances in technology

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