



Principles and Guidelines for Ethical Use of Artificial Intelligence

November 2024



Overview

Scope of this document

This document provides guidance for all users of Artificial Intelligence (AI) systems, including private companies, government entities, the public, and students.

Developers and implementers shall refer to the related document “Principles and Guidelines for Ethical Development and Deployment”.

These guidelines are not legally binding but are intended to support Qatar’s aspirations for ethical AI use. They can be adapted to various contexts, ensuring broad applicability. One of the key objectives of this document is to maintain ethical practices in line with Qatar’s values

Introduction

These principles and guidelines address the challenges and opportunities of AI use in Qatar, and they seek to promote responsible and ethical AI practices that align with local values, while advancing human, social, and economic development. Clear guidance will help Qatar become a leader in technology adoption and ensure AI benefits society while respecting cultural norms.

Key Definitions

Artificial intelligence (AI)

A system (hardware, software, or both) designed to carry out tasks associated with human intelligence in a manner that mimics the human mind with a certain level of autonomy.

AI systems

The physical or virtual products or services that use AI to serve end users.

AI user

An individual who interacts with artificial intelligence systems to achieve specific tasks, solve problems, or gain insights. This includes use of AI-powered applications or services to perform everyday tasks. These users typically interact with AI through user-friendly interfaces without needing deep knowledge about the underlying AI technologies.

AI developers

Entities and professionals who design, develop, and implement AI systems and applications.

AI deployers

Companies or other entities that adopt, integrate, or deploy AI solutions in their operations, such as backroom operations (e.g. processing applications for loans), front-of-house services (e.g. e-commerce portals or ride-hailing apps), or the sale or distribution of devices that have AI-powered features (e.g. smart-home appliances).

Generative AI (GenAI)

An intelligent system capable of generating text, images, or other data using generative models, often in response to prompts, based on the patterns and structures of the data it has been trained on.

Emerging technologies

Rapidly evolving technologies such as AI, blockchain, Metaverse, and more.

Large Language Model (LLM)

A type of GenAI that specialises in the generation of humanlike text.

Personal data with special nature

The Personal Data Privacy Protection Law defines personal data with special nature as personal data related to ethnic origin, children, health, physical or psychological condition, religious creed, marital relations, and criminal offenses. The definition should be understood broadly (Article 16 of the Law No. 13 for the year 2016 Personal Data Privacy Protection).

Sensitive data

Data that has significant value to the organisation, and for which loss, compromise, or unavailability may lead to financial, reputational, or operational impacts to the organisation.

Anonymization

The process of transforming personally identifiable information (PII) in datasets into a form where individuals cannot be readily identified.

Deep fake

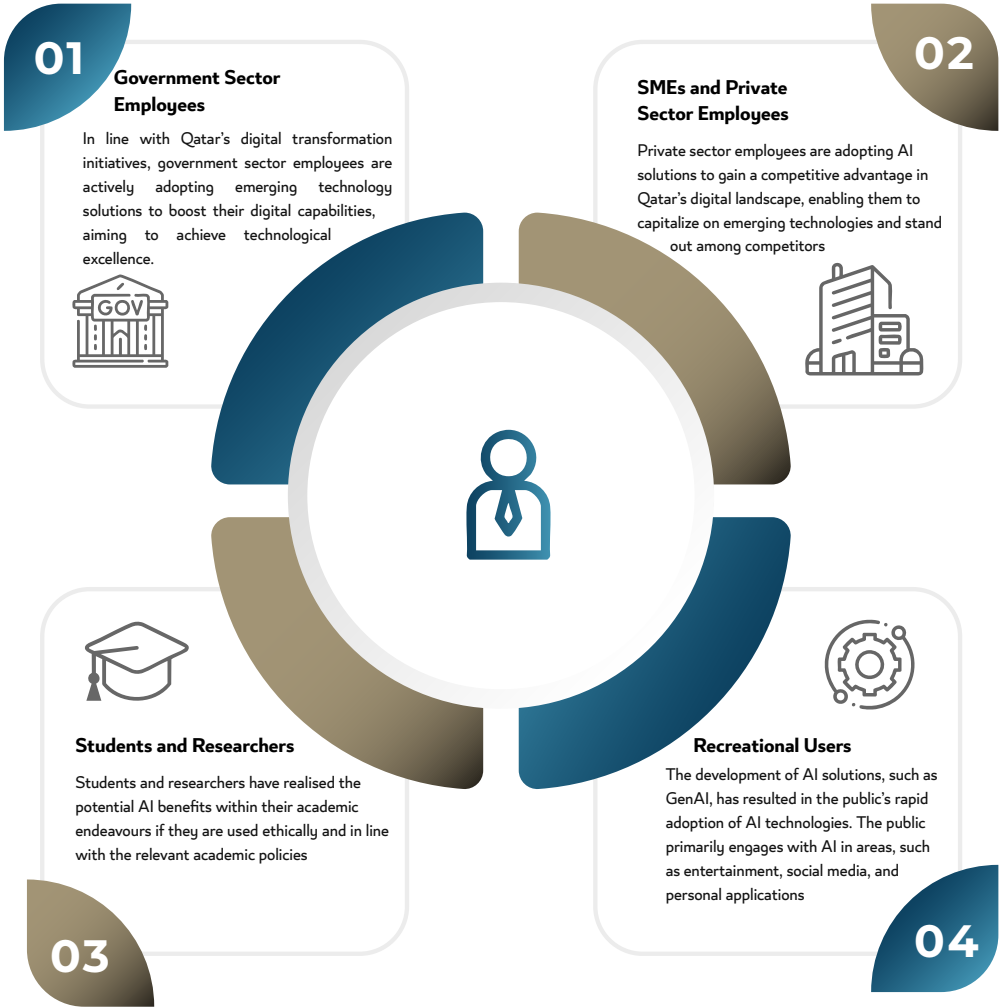
A form of synthetic media in which AI or machine learning techniques are used to create or alter content, often in the form of images, videos, or audio recordings, to make them appear as though they are authentic and genuine.

Hallucinations

Incorrect or misleading results that AI models generate. These errors can be caused by a variety of factors, including insufficient training data, incorrect assumptions made by the model, or biases in the data used to train the model.

Users of AI in Qatar

The primary users of AI in Qatar are categorised into four key segments:



These categories help tailor AI guidelines to Qatar's unique cultural, ethical, and technological landscape. As AI continues to evolve, the needs and priorities of these users will adapt, shaped by regional dynamics, economic trends, and societal demands.

This adaptability is especially relevant in Qatar, where the integration of AI is aligned with national goals for digital transformation. AI systems have gradually expanded their reach to the public through advancements in GenAI, resulting in a growing concern among the public about the digital safety of individuals and communities.

Adhering to the various measures outlined in this document can mitigate these to an extent. However, it is important to note that not all the use cases of AI carry the same level of risks.

Alignment Between Human, Social and Economic Development

Human Development ¹	Social development ²	Economic development ³
<ul style="list-style-type: none">◆ Minimis bias and promote fairness (Principle 6)	<ul style="list-style-type: none">◆ Ensure the well-being of individuals and society (Principle 3)◆ Understand AI's capabilities & limitations (Principle 5)◆ Assume accountability (Principle 4)	<ul style="list-style-type: none">◆ Assume accountability (Principle 3)◆ Comply with relevant laws and regulations (Principle 5)◆ Safeguard personal and organisational data (Principle 4)

Additionally, the guidelines draw upon elements identified across regional and global benchmarks, incorporating best practices leveraged across guidelines from various countries and organisations. This approach ensures the guidelines reflect the latest and most effective AI ethics and implementation standards worldwide.

Moreover, these principles are also aligned with the principles of the “**Guidelines for Secure Adoption and Usage of Artificial Intelligence**” of the National Cyber Security Agency (NCSA):

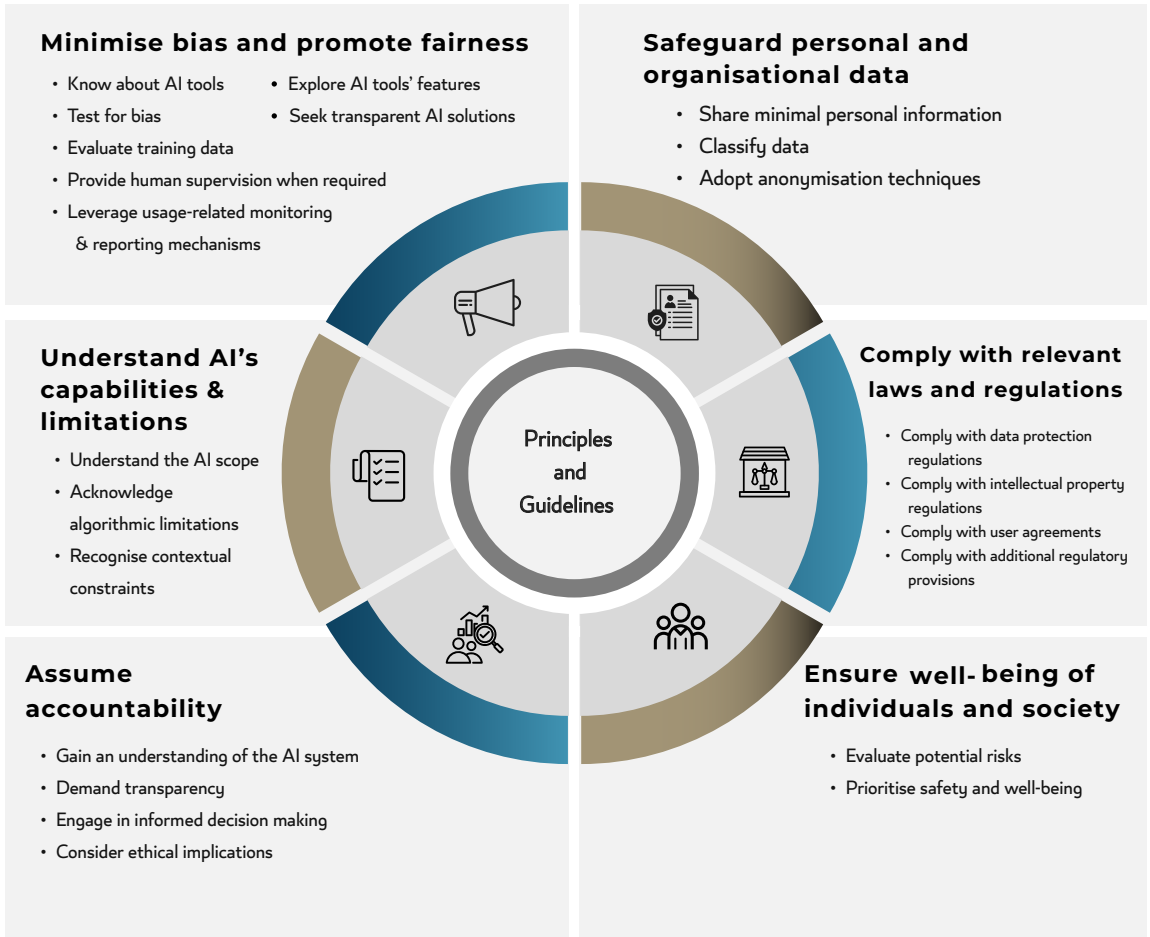
- ◆ Accountability
- ◆ Safety
- ◆ Privacy
- ◆ Human oversight and monitoring
- ◆ Robustness
- ◆ Fairness and equity
- ◆ Societal and environmental well-being
- ◆ Auditability

¹ Development of all Qatar's people to enable them to sustain a prosperous society, as per Qatar National Vision (QNV) 2030.

² Development of a just and caring society based on high moral standards, and capable of playing a significant role in the global partnership for development, as per QNV 2030.

³ Development of a competitive and diversified economy capable of meeting the needs, and securing a high standard of living for, all its people for the present and for the future, as per QNV 2030.

Principles for Ethical AI Use in Qatar



The principles and guidelines, while not bound by Qatar's strategic initiatives, are aligned with the elements of Qatar National Vision (QNV) 2030.

Guidelines for ethical AI use

Principle 1 - Safeguard personal and organizational data

Guidelines

Privacy holds significant importance for users leveraging AI systems, whether within an organisation, for academic purposes, or for personal use. Every user hopes to safeguard against unauthorised access, misuse, and exploitation of sensitive personal or organisational data.

Adopting the following measures ensures that the privacy of data is upheld while leveraging AI systems.

- ◆ **Share minimal personal information:** Users should exercise caution and restraint when sharing personal data with AI systems, providing only the minimum amount necessary for the AI system's intended function.
- ◆ **Classify data:** Users and organisations should always classify their data, and AI tools should ensure the insights and information presented as outputs do not reveal any confidential information.
- ◆ **Adopt anonymisation techniques:** Users should adopt anonymisation techniques to ensure that personal data cannot be traced back to individuals. Additionally, they should take further steps to mitigate the risks of data breaches, which, in turn, will enhance privacy protection.

For more details, refer to the "Threats and Risks" section of the Guidelines for Secure Adoption and Usage of Artificial Intelligence by NCSA.

Rationale

Users can feel more confident in their interactions with AI technologies by ensuring that personal data is shared minimally. Moreover, adopting privacy measures helps mitigate against potential harm from data breaches or misuse.

It is important to note that “minimum personal information” may mean different things based on the use case, purpose of use (personal vs. business), or the AI system requesting the information.

Adopting privacy measures while using AI systems aligns with Qatar’s commitment to personal data protection initiatives, as it was the first GCC country and the third Arab country to enact a law explicitly safeguarding personal data.

The anonymisation of personal data acts as an additional layer of security. If a data breach occurs, anonymised data minimises the potential harm to individuals since their identities are not readily discernible.

This protects individuals’ privacy and reduces the impact of breaches on organisations by limiting their liability and potential regulatory penalties.

Principle 2 - Comply with relevant laws and regulations

Guidelines

As AI becomes more embedded in everyday life, it is critical to follow the laws and regulations that govern its use, especially in Qatar. Compliance helps avoid legal issues and promotes responsible AI deployment. Here is what you need to do:

- 1. Data protection and privacy:** Follow Qatar's data protection laws to ensure personal data is used responsibly and securely. Make sure you know where the training data for your AI comes from and verify it complies with these laws.
- 2. User agreements:** Stick to the terms of use and licensing agreements for the AI software or datasets you use. This helps keep your AI activities within legal boundaries.
- 3. Intellectual property (IP) compliance:** AI-generated content must follow Qatar's IP laws. Here is how to stay in line:
 - ◆ **Review content:** Check AI outputs for potential copyright, trademark, or patent infringements.
 - ◆ **Attribute sources:** Give proper credit when using original works or third-party IP.
 - ◆ **Get permissions:** If your AI is using or modifying copyrighted content, secure the necessary licenses or permissions.
- 4. Additional regulations:** Follow any other rules that may apply to your specific AI use case.

Also, always ask for Acceptable Use Policies (AUPs) to understand usage limits, risks, and consequences. AUPs help you make better decisions and promote responsible AI use.

Rationale

Qatar is committed to protecting IP rights and is ranked second in the MENA region for IP compliance (2023 International Property Rights Index). By following these laws, AI users help ensure creators get the recognition and compensation they deserve, encouraging innovation and respect for IP.

Principle 3 - Ensure the well-being of individuals and society

Guidelines

AI systems should be used ethically and responsibly, to avoid causing harm to others or violating their rights. Moreover, any misleading information shall not be published. Users should carefully consider the impact of their actions on individuals and the broader community, prioritising the safety, well-being, and rights of all stakeholders affected by AI technologies.

Here are some steps to help you use AI responsibly while minimising risks:

- ◆ **Stay informed of potential risks:** Make sure you know the dangers of AI systems, and check out the AI Risk Management Framework from the National Institute of Standards and Technology (NIST) for guidance. Always read through the documentation provided by the developer or deployer so you understand the possible consequences of using AI.
- ◆ **Put safety and well-being first:** In every decision or action, think about the safety and rights of individuals and communities impacted by the AI systems you are using.

Rationale

QNV 2030 emphasises sustainable development and technological growth as key strategies for diversifying the economy beyond oil. AI plays a significant role in this vision, but it must be applied ethically to benefit society. While AI can bring substantial advantages, it also carries the risk of negative consequences if not used carefully. As Qatar advances its digital transformation across various sectors, such as government, health, education, and finance, creating a safe digital environment becomes crucial. AI has the potential to greatly benefit society, but if misused, it could also lead to unintended harm.

Principle 4 - Assume accountability

Guidelines

Users are responsible for understanding, evaluating, and overseeing the ethical, legal, and societal implications of the AI systems they use. The following measures will help users assume accountability in their interactions with AI systems:

- ◆ **Demand transparency:** Insist that AI providers explain how their systems function, what data they rely on, and any biases that might be present.
- ◆ **Make informed decisions:** Know who has the final decision-making power when using AI. Be aware of how AI influences decisions and to what extent.
- ◆ **Consider ethics:** Always think about the ethical side of using AI. Avoid actions that could harm or discriminate against people or groups.
- ◆ **Disclose AI-generated content:** Clearly disclose any content created by AI. This builds trust and ensures transparency about AI's role in the process.

Rationale

The Qatar National Vision 2030 emphasises social development, ethical governance, and fostering a knowledge-based economy rooted in high moral principles.

As such, AI technology should be leveraged with a sense of responsibility and a commitment to ethical standards that align with the National Vision, ensuring that technological advancements contribute positively to society and the economy while adhering to ethical standards and promoting social welfare.

Principle 5 - Understand AI's capabilities and limitations

Guidelines

To use AI effectively and responsibly, it is essential to recognize its strengths and weaknesses. While AI can be incredibly useful, it does have limitations—like biases, occasional inaccuracies, and contextual restrictions. Here are some helpful points to better understand these aspects:

- ◆ **Know what AI is designed for:** Familiarise yourself with the specific tasks AI can handle and be aware of where it may not perform as expected. Staying informed about new developments in technology will help you grasp AI's evolving capabilities.
- ◆ **Be aware of algorithmic limitations:** Remember that AI can sometimes produce errors or unexpected results, especially in complex or unclear situations. It is important to manage your expectations.
- ◆ **Consider the context:** Take into account the environment in which AI is used. Factors such as the quality, availability, and relevance of data can significantly affect its performance.

Rationale

AI is a rapidly evolving technology, continuously being refined to address its inherent flaws and errors. Recognising and understanding the limitations and constraints of AI systems is essential for their responsible usage and effective integration into decision-making processes.

The context in which AI systems operate significantly affects their performance. Users should consider factors like data quality, availability, and relevance, as well as understand how these factors can limit the effectiveness of AI technologies.

By adhering to the guidelines, users can adopt a more informed and cautious approach to integrating AI into various aspects of life and work, supporting the broader objectives of QNV 2030 for ethical governance and the development of a knowledge-based economy.

Principle 6 - Minimise bias and promote fairness

Guidelines

AI systems can inherit biases from their training data or design. Users should leverage AI tools that are known for minimising bias and be cautious of relying on AI solutions that could potentially lead to discrimination or unfair treatment of individuals based on race, gender, religion, or other characteristics. Adopt the following measures to mitigate bias and use AI solutions in a manner that promotes fairness and inclusivity.

- ◆ **Know about AI tools:** Seek to acquire and employ validation techniques continuously, expanding your understanding and knowledge of using AI solutions.
- ◆ **Explore AI tools' features:** Before selecting an AI tool, inquire about the mechanisms (if any) for minimising bias and promoting fairness in its algorithms. If in doubt, opt for AI solutions that prioritise transparency and provide explanations of the decision-making processes.
- ◆ **Acknowledge potential bias:** Be aware of the potential consequences of a biased model. When you are unable to test the model for potential bias, assume that the outcomes generated could potentially be biased. However, when possible, choose AI tools with documented mechanisms to avoid bias, particularly regarding sensitive attributes such as race, gender, age, or religion. Request that AI developers provide validation or bias assessment reports to assess and identify any potential bias in the model.
- ◆ **Seek transparent AI solutions:** Choose AI tools that offer transparency regarding their algorithms and decision-making processes, explaining how predictions or recommendations are generated, to understand and assess fairness.
- ◆ **Evaluate training data:** When possible, inquire about the training data used to develop the AI tool. Ensure the data is diverse, representative, and free from biases that could lead to discriminatory outcomes.
- ◆ **Provide human supervision when required:** For high-risk AI solutions, use AI to augment the human intelligence or add an additional layer of human supervision to the AI-generated insights and decisions.
- ◆ **Leverage usage-related monitoring and reporting mechanisms:** Whenever available, leverage existing monitoring and reporting mechanisms to report any security incidents related to the usage of AI. This will help promote monitoring efforts and identify any gaps.

Rationale

Qatar aspires to embrace its rich cultural diversity, drawing from various ethnicities and backgrounds, to foster inclusivity, understanding, and economic growth. By adopting AI fairly and inclusively, we can ensure that no one is left behind, creating an environment that celebrates diversity.

By prioritising fairness and inclusivity, Qatar can position itself as a regional leader in promoting diversity within its AI ecosystem. Building a foundation of trust and safety, while ensuring equal opportunities for everyone, will encourage innovation, attract talented individuals, and foster sustainable growth.

Summary

The rapid evolution of AI technology has led to its increased adoption across various domains in Qatar, with users eager to leverage its potential benefits. However, as powerful as AI can be, users must remain vigilant about its impacts, ensuring that their use of AI solutions not only benefits them personally but also contributes positively to society.

The improper implementation of AI solutions may result in challenges, such as personal data privacy violations, copyright infringement, and the perpetuation of bias and discrimination. These issues can adversely affect individuals and undermine the overarching objectives outlined in QNV 2030.

The principles outlined in these guidelines aim to help manage these risks while maximising the benefits of AI for the Qatari society. By harnessing AI's potential, we can promote human, social, and economic development.

Recommendations

To achieve the responsible use of AI in Qatar, it is crucial that:

- ◆ AI solutions are utilised in a way that aligns with Qatar's moral and ethical values, ensuring that its use benefits the Qatari society and economy without adversely affecting the country's inhabitants.
- ◆ Adequate measures are implemented by users to safeguard personal information while using AI solutions, thus ensuring a safe and secure digital environment.
- ◆ Users take responsibility for the AI solutions they employ, adopting a knowledge-based approach to leveraging AI solutions within the country.

References

- ◆ Qatar National Vision 2030, National Planning Council, State of Qatar 2008
- ◆ Ten Core Principles of Ethical AI. United Nations Educational, Scientific and Cultural Organization (UNESCO), 2024.
- ◆ AI Principles. The Organization for Economic Co-operation and Development (OECD), 2024.