



ARTEFACT
DATA
FOR ETHICS



Data at Artefact: our ethical principles.

Artefact aspires to transform data into value. Data and AI raise ethical issues that must be addressed at the highest professional standards.

As one of the leading global players in data services, we have defined 10 principles that guide our commitment to proactive ethical behaviour, at each step where we process data.

“Our ambition is to create a trustful environment for everyone - our colleagues, our clients, our partners and end users – so that value and trust go hand in hand.”

As Artefact people, we believe that all of our data applications should follow these principles:





ACCOUNTABILITY

Data applications should always be under the responsibility of a human. All of our analyses are subject to human review and validation.



TRANSPARENCY

Data applications should always be as transparent as possible. Anyone with the right level of authorisation can have access to our tools, data sources and code.



EXPLAINABILITY

Data applications should always be understandable to the maximum extent possible. Any result obtained can be explained through the detailed weighting of the parameters that led to the decision.



BIAS AVOIDANCE

Data applications should not reflect or reinforce unfair biases. We make every effort to detect, document and minimise bias in the development and production of our algorithms.



CONTEXTUALISATION

Data applications should always serve a purpose defined by humans. We take care to give purpose to data and ensure that it does not harm human life.



PRIVACY

Data applications should always comply with legislation governing the use of personal data and respect for privacy. We inform and train our teams to respect these rules.



SAFETY AT ALL COSTS

Data applications should always respect the security standards in compliance with the global, local and market regulations in force. We commit to informing and training our teams to respect these standards.



REPRODUCIBILITY

Data applications should apply standard operating procedures as much as possible. We seek to ensure the scientific reproducibility of our treatments: under similar conditions, we obtain similar analysis.



PEDAGOGY

Data Ethical Principles should be accessible and shareable. We educate the stakeholders involved so that they can take ownership of these ethical principles.



TRUST

Data applications should be a matter of trust. We commit to working in an environment of mutual trust with our collaborators, clients, partners and users.

ARTEFACT

VALUE BY DATA

ARTEFACT HEADQUARTERS

19, rue Richer
75009 – Paris
France

CONTACT

hello@artefact.com
www.artefact.com
+ 33 1 79 72 45 45

FOLLOW US

