

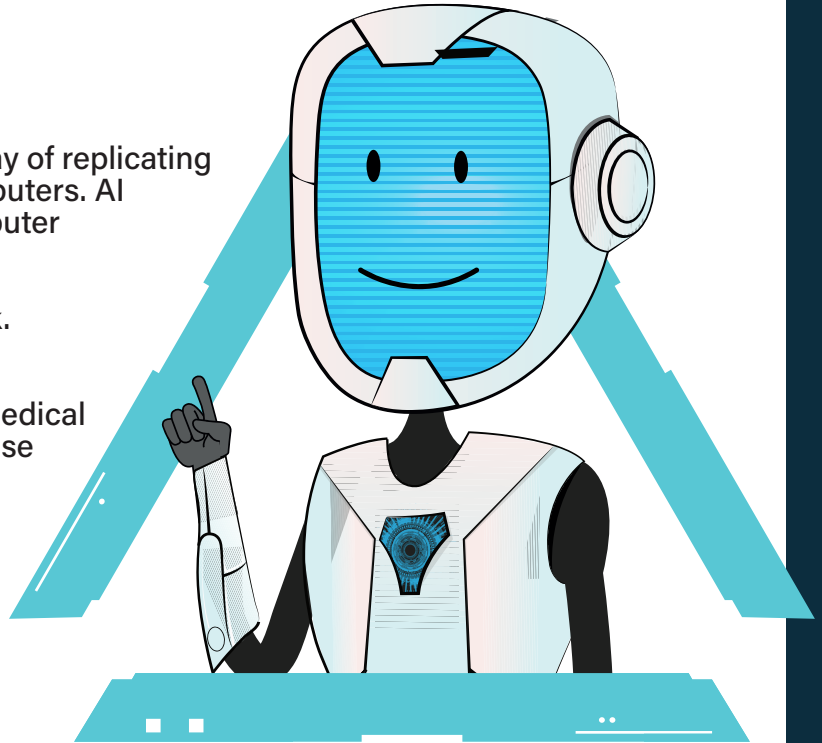
FACT SHEET#1

A.I

AI stands for Artificial Intelligence. It's a way of replicating human thinking and knowledge with computers. AI works by combining lots of data with computer software to produce information.

AI constantly improves, based on feedback. This is called Machine Learning.

AI can be used to identify cancer cells in medical images, monitor traffic conditions to optimise flow, or record people's attendance at an event. You may have encountered AI in a smart speaker like Alexa, Siri or Google Home - or a Chatbot or in a computer game. You might have used Chat GPT. These devices seem to be human, but they are essentially "intelligent" computers.



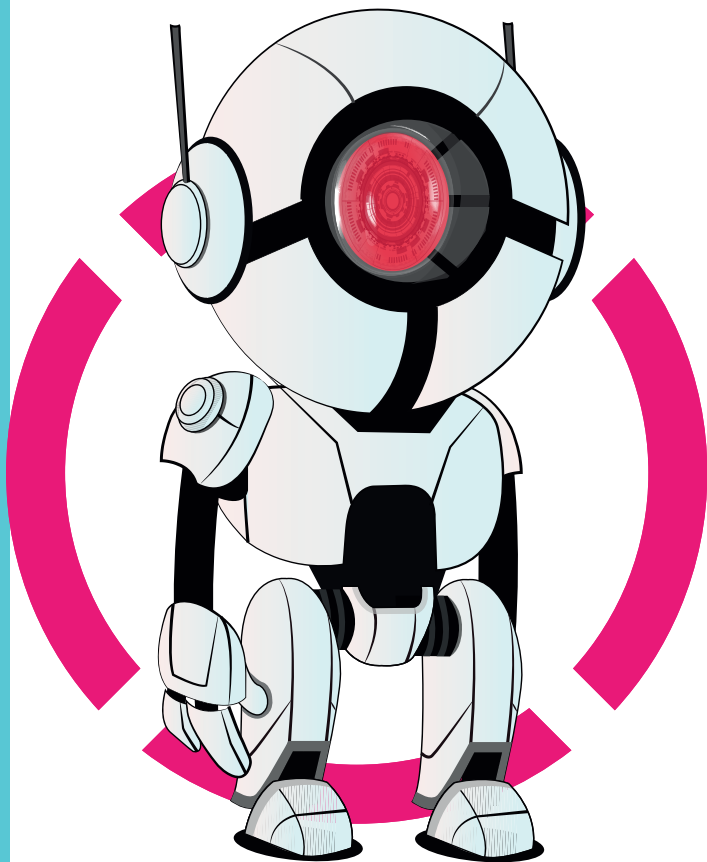


FACT SHEET#4

PRIVACY

Privacy in the digital world is about who has access to our information. Who sees what we post? Who reads our messages? How is the information we generate seen and used by others? How private is our data – and how secure? The data we produce online is valuable to companies. You might use social media and it's usually free of charge. There's no monetary cost, but you are giving the company valuable data about yourself.

You should have to give permission for your data to be used. Some people worry that their personal habits are monitored and sold on to other companies – and that the information might be used to 'profile' them. For example, data about your diet or health might be used to prevent you getting health insurance. It's our responsibility to make sure our data is private and secure.







FACT SHEET#2

BIG DATA

All our activities online create data. Our likes, posts, photos, messages, games, everything we put online – it's all data. And there's a huge amount of it, so much that a human brain can't make sense of it all. When you have so much data that we need another way to process it, we call it Big Data.

Big Data is really useful for tech companies. They can work out what we like, predict what we might do in the future and market products to us. In the tech world, Big Data is seen as "raw material" and just as valuable as oil or gas. Big Data gives companies information, which means they have power and influence.



FACT SHEET#3

ETHICS

Ethics are principles that guide our behaviour. What is right and wrong? We all think different things are important and have different moral frameworks. Different cultures might have different ethics. Most of us think it is wrong to steal – or unethical. But people might have different ideas about what we mean by stealing.

Lawyers, doctors and researchers often have Ethical Codes, which help them work in a good way and prevent harm. These Ethical Codes have been agreed to over time and people sign up to them when they start work or begin a project. In terms of technology, most people feel that devices should help us connect and communicate – but not harm people. Manufacturers of products might claim their devices are “ethical”, but it’s up to us to work out if we agree.

