



The TELUS International guidelines for responsible AI

At TELUS International, we believe that there are some important principles to follow that can help deliver better AI outcomes. We aim to follow these principles and encourage all AI data service providers and organizations employing AI to do the same.

Fair pay

Community members deserve to earn fair wages for the work they do. TELUS International, and all other AI service providers, should partner with their customers to ensure all Community members earn a fair wage.

Diversity and inclusion

Bias in AI should be combated by ensuring that an AI community is made up of diverse individuals from a variety of ages, backgrounds, ethnicities, nationalities, abilities, genders and geographies. At TELUS International, we actively seek reputable impact sourcing partners who can help provide work opportunities to those who might not otherwise be afforded these opportunities.

Resilience and well-being

Resilience and well-being are essential to thriving AI contributors. Wherever possible, we provide a variety of wellness resources to our AI Community contributors to help them manage the potentially sensitive information they may encounter in the process of reviewing AI data. Our aim is to focus on preventative wellness care, empowering contributors to self-regulate.

Data security, privacy and confidentiality

Privacy and confidentiality are top priorities. Like TELUS International, all AI service providers should take numerous steps to ensure confidentiality and be explicit with the AI Community around what is shared with clients. These steps should be ingrained into all aspects of an organization, and reinforced throughout all project stages. For example, when annotating images that include faces from groups of people, steps should be taken to use an image anonymizer.

Workplace safety

Workers have the right to feel safe and any behavior that threatens this is not to be tolerated. This means fostering a safe workplace free of discrimination, harassment or abuse of any kind. Should someone feel threatened, a clear process to freely raise concerns without fear of reprisal should be in place. Systems should also be in place to screen for age qualification and to prevent any and all exploitation.

For further reading visit:

[TELUS International Code of Ethics](#)

[TELUS International Diversity, Inclusion and Equity Policy](#)