

GORMAN CONSULTING AI PRINCIPLES

Built upon the OECD AI Principles, our principles are:

Human control. Humans remain in control of all critical decisions. AI only amplifies our judgements and priorities. We support adoption based on the combination of our colleague's and our client's interest in the technology.

Right-sized use. We recognize that AI poses risks including workforce displacement, loss of human agency, environmental impact, and social inequalities. We right-size our deployment of AI to maximize benefits and minimize risks—ensuring that we feel the value warrants the cost.

Same quality standards: We remain accountable for everything we create with AI. All products must pass our same quality control procedures, often with more scrutiny.

Transparency: We inform clients regarding when AI assisted with deliverables in noteable ways. We inform users when they interact with AI.

Data Security & Risk Management: Our technical and organizational controls, which mitigate risks and protect personal information, retain the same standards and adapt to the new AI landscape. We prohibit all AI activities that have unacceptable risks to fundamental rights and freedoms based on the EU AI Act (i.e., social scoring, discriminatory profiling, disinformation, or bypassing system controls).

Thoughtful adoption. We follow a narrow and strict approach until the AI gains our trust for more activities and access.

References

Our guidelines were created based on the values of our staff, and the following resources:

- [OECD AI Principles](#) - The first intergovernmental standard on AI
- [Gates Foundation: The first principles guiding our work with AI](#) - Our approach is inspired by their commitment to equity, access, and human potential
- [Gates Foundation Responsible AI Guidelines](#) - Practical guidance for service providers