



G-Cloud 15 Service Definition Document

Ethical AI Adoption Services



1. Scope of Services

Our Ethical AI Adoption Services support public sector organisations to design, deploy, and operate artificial intelligence (AI) solutions in a responsible, transparent, and lawful manner. The service helps ensure that AI systems align with ethical principles, public sector values, and relevant legal and regulatory requirements.

The scope of the service includes:

- **AI Readiness and Use Case Assessment**
Assessment of proposed or existing AI use cases to evaluate suitability, risks, benefits, and ethical considerations.
- **Ethical and Responsible AI Frameworks**
Development and application of ethical AI principles and governance frameworks aligned with public sector guidance and best practice.
- **Risk and Impact Assessments**
Support for impact assessments, including bias, fairness, transparency, explainability, and accountability considerations.
- **Data Assessment and Governance**
Review of data sources, data quality, and data governance arrangements to support responsible AI use.
- **Model Transparency and Explainability Support**
Guidance on designing and implementing AI systems that are interpretable and explainable to stakeholders and users.
- **Policy, Process, and Control Design**
Design of policies, controls, and assurance processes to support ongoing ethical oversight of AI systems.
- **Assurance and Independent Review**
Independent assurance activities to provide confidence that AI solutions meet ethical, legal, and organisational standards.
- **Training and Awareness**
Training and guidance for stakeholders to build understanding of ethical AI principles and responsible adoption practices.

The service can be delivered as advisory support, embedded delivery, or independent assurance. Technical model development is out of scope unless agreed separately.

2. Approach

Our approach to Ethical AI Adoption Services is pragmatic, proportionate, and aligned with public sector values and delivery standards.

Key elements of our approach include:

- **Principles-Led Delivery**
We ground all activities in clearly defined ethical principles, ensuring alignment with organisational values and public expectations.



- **Proportionate Risk Management**
The level of assurance and control is tailored to the risk, scale, and impact of each AI use case.
- **Transparency and Accountability**
We promote clear documentation, decision-making trails, and accountability structures throughout the AI lifecycle.
- **Interdisciplinary Collaboration**
We work with policy, legal, technical, and operational stakeholders to address ethical considerations holistically.
- **Integration with Existing Governance**
Ethical AI controls are designed to integrate with existing risk, security, and data governance frameworks.
- **Continuous Review and Improvement**
We support ongoing monitoring and review of AI systems to address emerging risks and evolving requirements.

3. Expected Outcomes

By adopting our Ethical AI Adoption Services, customers can expect the following outcomes:

- **Responsible Use of AI**
AI systems that are designed and operated in a way that reflects public sector ethics and values.
- **Reduced Ethical and Reputational Risk**
Early identification and mitigation of risks such as bias, unfair outcomes, or lack of transparency.
- **Improved Trust and Confidence**
Greater confidence among users, stakeholders, and the public in how AI is used to support decision-making.
- **Stronger Governance and Oversight**
Clear frameworks, policies, and controls to manage AI responsibly across its lifecycle.
- **Regulatory and Policy Alignment**
AI adoption that aligns with relevant legislation, guidance, and emerging best practice.
- **Informed and Capable Teams**
Improved understanding and capability within organisations to adopt and manage AI ethically and sustainably.

4. Pricing

The service is priced either as fixed price or time and materials engagement. Time & Materials Rate Card, priced per the attached SFIA Rate Card.

5. Contact Information

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6. About Red Kite

Established in 2020, Red Kite is a SME (Small Medium Enterprise) IT Services organisation, headquartered in the UK.

It has a significant practice focussed on Business Orchestration and Automation Technologies and an enviable Track record in delivering IT Services to UK Public Sector

Over the last 6 years, Red Kite has built Strategic relationships with leading SIs supporting a number of strategic engagements across multiple accounts.

In 2025, Red Kite opened its first off-shore delivery centre in Bangalore - India, providing cost effective delivery to customers.

As a business we also have the following Security Accreditations:

- ISO27001:2013
- Cyber Essentials Plus