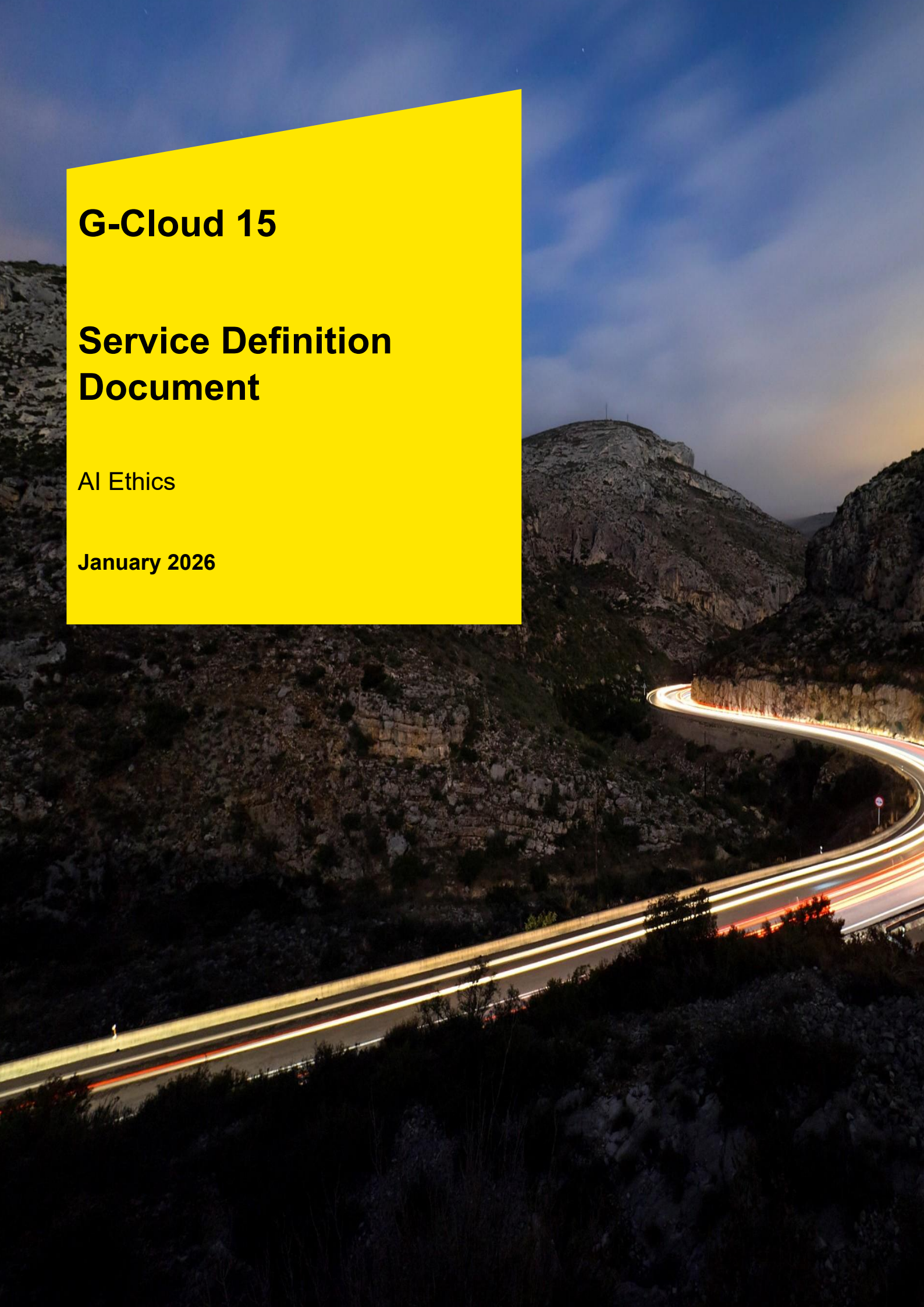




G-Cloud 15

**Service Definition
Document**

AI Ethics

January 2026

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1. Service detail

RESPONSIBLE AI (Covering AI Ethics/ AI Governance / AI Assurance)

Responsible AI helps organisations innovate at speed with confidence knowing that the right governance is in place to realise value, manage emerging risks and comply with upcoming regulation.

What EY can do for you

The transformational benefits of Artificial Intelligence (AI), Generative AI (GenAI) and Agentic AI are well established, but what is becoming an increasing global priority is understanding and addressing the risks that these technologies bring. Bias, a lack of transparency, explanation, accountability and failure to comply with new regulations such as the EU AI Act, or existing laws such as Intellectual Property and copyright can undermine trust in AI and negatively impact user adoption and realisation of the benefits.

Our responsible AI services help organisations innovate safely and provide confidence that AI, Agentic AI and GenAI technologies are developed and managed ethically, transparently and sustainably and that potential regulatory and reputational harms are identified and mitigated.

Our strategy spans the entire lifecycle of AI projects, including design, development and coding, deployment and monitoring and includes training and awareness programmes, aimed at educating stakeholders about the nuances and implications of AI technologies. This foundational step is crucial for fostering an informed and responsible approach towards AI development and deployment. EY teams can help you craft comprehensive AI strategies, exploring the art of the possible to deliver business goals responsibly.

There are unique challenges associated with GenAI and prioritising the most valuable use cases is key. Our GenAI governance framework helps you to ensure that duplication is avoided and that use cases align with your organisational and technological readiness, business goals, organisational values and propensity for risk.

Our approach to Responsible AI and Agentic AI governance is robust but pragmatic, building on existing organisational governance including third-party risk management, cyber security and data governance, helping to ensure that technologies are not only innovative, but also aligned with broader societal values and ethical principles.

Our services can support you with your Responsible AI programme end to end from rapid assessments to gauge where you are in your responsible AI journey and your readiness for impending regulations to augmenting your capability with EY's fairness, explainability and privacy services, testing and validation services and our flagship Confidence Index product. We help establish the foundations for responsible AI such as building an inventory of AI, developing risk tiering frameworks to identify where you are carrying the highest risk to enable right sized governance and building the governance you need to identify and manage AI risk in the products you build, buy and use.

In addition, we can support the development of AI Governance and assurance policies and frameworks, the development of AI Risk management processes, as well as the design and validation of AI model development and implementations.

To get started, our Responsible AI Readiness Assessment provides a snapshot of your organisation's readiness to manage AI risk and comply with forthcoming regulation. Our aim is to quickly identify gaps to address and provide a clear and pragmatic path forward.

The assessment measures readiness across six categories:

1. AI strategy
2. Policies and procedures
3. Governance and accountability
4. Training and awareness
5. Ethical AI foundations
6. Third-party risk

A report is produced outlining maturity levels in each area with next steps and a roadmap linked to the EU AI Act requirements.

We work collaboratively with you and your business stakeholders to discuss findings and agree a practical pathway forward based on risk exposure and existing projects.

Example snapshot view of AI readiness for the EU AI Act:

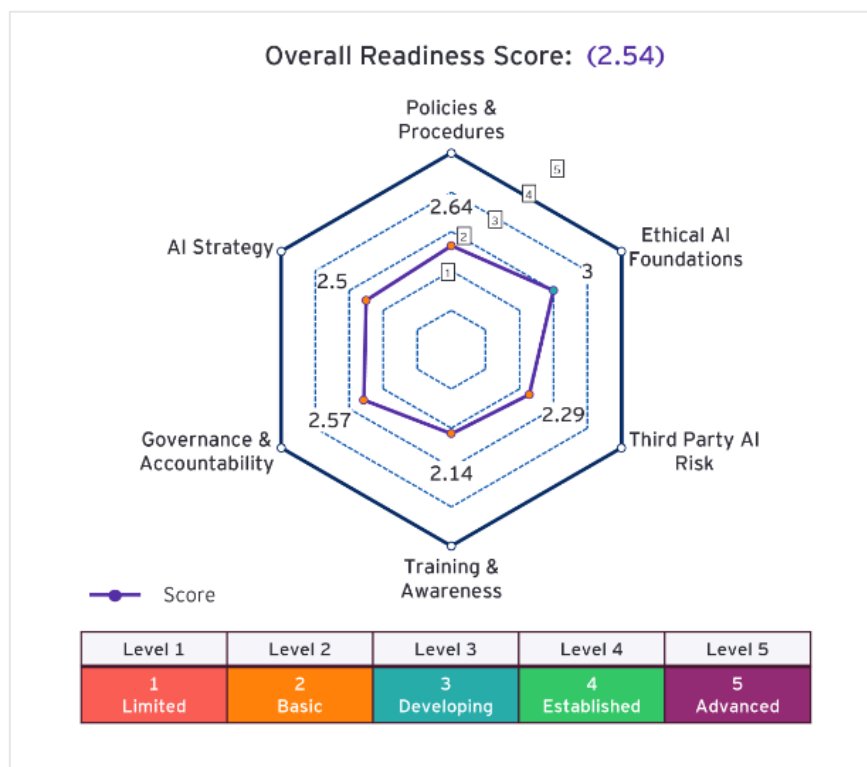


Figure 1 – Example Responsible AI Readiness Assessment scoring

Benefits and Outcomes

Reputation

Embedding ethical AI practices protects against reputational risk for organisations which can translate into significant commercial losses and brand value degradation.

Regulatory compliance

The regulatory landscape surrounding AI is rapidly evolving and proactive risk management will help prepare for impending obligations.

Realisation of benefits

Responsible AI development results in better customer engagement, greater return on investment and high-performing AI.

2. Key contacts

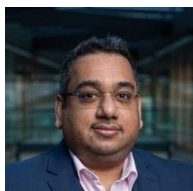
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