

ETHICAL DATA POLICY | AUGUST 2020

Ethical AI is Not an Oxymoron

Our commitment to using AI responsibly and protecting user data

Too often “Ethical AI” is seen as an oxymoron – but it doesn’t have to be. As a social impact startup on the frontier of AI, we are committed to using advanced technologies to better the human condition.

We do this by delivering: insights into our own values, personalized pairings with social impact activities, and by cultivating a positive sense of belonging by unveiling an additional level of individual diversity and inclusion.

We believe leveraging the power of AI for good is possible as long as a company remains vigilant as the field continually evolves. This is Summery’s current and long-term commitment to an ethical approach to AI:

Empowering Individuals with Data Decisions

- Voluntary Participation: Each individual has to opt-in to participate. We ask every person who takes a Summery-designed quiz to enter their email address so that we know they willingly participate.
- No Sensitive Information Required: We don’t ask for highly personal information like income, specific age, or zip code.
- Sharing Self-knowledge: Quiz participants receive a 3-page overview of their own personality traits and characteristics, providing them with self-knowledge about their values.
- Quiz Identification: The name of the client is in each unique URL (www.kindquiz.com/client-name) so it is clear which organization is requesting the information.
- User Protection: To protect user privacy, we don’t provide our clients with the raw answers to the behavioral science questions, only the non-specific demographic screens and the overall profile type.
- User Information: On every page of the quiz is a link to our [Privacy Policy](#) which states that we don’t share or sell individual data.
- Social Impact: We’ve set up a corporate charitable fund and every month donate on behalf of every quiz participant in a manner that reflects their collective values.

Organizational Commitment to Ethical Data Use

- Integrity as a Core Value: As a company, we’ve articulated five core values that we incorporate within the fabric of our business and share with our community. One of our core values is “Integrity,” defined as ethical behavior, self-discipline, and personal responsibility.
- Trusted Advisors: We have two Advisors with backgrounds in the field of Ethics that consult on our product development and outreach strategies. Jane Levikow, our philanthropic expert, has a MA in Ethics. (Jane is also a former nun, which adds depth to her counsel.) And Amy Chou is a founding member of the Women in AI Ethics Council. These two very different viewpoints provide an internal check on our product development and outreach strategies.

- Embracing Transparency: We demonstrate transparency by making our scientific methodology and approach to data use publicly available.
- Industry Certification: All senior scientists and executives receive training on the proper care and handling of personal information, including certification by the National Institute of Health Protecting Human Subject Research Participants (NIH PHRP) training.
- Outside Experts: We've identified several esteemed data ethicists, located here in the U.S. and abroad, to call upon if a sensitive case presents itself.
- Endorsing Ethics Covenants: We are signatories and follow several ethics protocols, including the [Association for Computing Machinery \(ACM\) Code of Ethics & Professional Conduct](#), [General Data Protection Regulation \(GDPR\) Guidelines](#), [UK Parliament Code of Ethics for AI](#).
- Openness to Learn: Our team is committed to continually asking ourselves how we can be doing better. We're also open to outside voices helping us to understand the impact of acquiring data in this evolving field.

Technology often develops at a frantic pace, without enough thought given to real-life applications and consequences. This is why we diligently work to adhere to the guardrails that we constructed for ourselves and stay alert to changes in the landscape and future challenges.

At Summery, we are proud of our principles as we continue to build AI-powered products that help individuals and organizations better measure, assess, and activate social impact values.

Open Dialogue

We remain open to discussing how we can best meet the needs of our clients and the AI community. Please reach out to Erin Michelson at erin@summery.ai. We welcome your ideas.

For More Information

Contact us at hello@summery.ai for additional information on our data ethics and privacy policy.