Nemko Digital

Nemko Digital Webinar Report - AI Trust Mark: Providing a Global Framework to Assess Trust in AI ProductsWebinar Transcript

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Monica Fernandez: Right welcome, everybody. Thanks for joining us today at a second webinar on the AI Trustmark, where we'll be introducing you. What it is. Why, why it exists, and what can you get out of it?

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Monica Fernandez: I have with me here today, Stuart, who is director of Nemko Group certification, and I myself am the head of AI assurance at Nemko Digital. And yeah, we're very happy to be here in this short but impactful webinar on the AI Trust market.

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Monica Fernandez: So without losing any time.

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Monica Fernandez: I'm Monica for those of you who don't know me. I have a background in AI, and I've always been working on projects related to the societal impact of AI working in projects related to education or policy or research. My last project, before joining them digital was on identifying

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Monica Fernandez: and mitigating AI bias from a social, ethical, and legal perspective.

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Monica Fernandez: I'm very familiar with the legal frameworks that we that there are today around AI, especially the AI Act.

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Monica Fernandez: And now I am part of the Nemko Digital team, helping organizations and companies get a hold of their AI governance and guiding them through the new regulatory landscapes that we have today. When it comes to to AI

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Monica Fernandez: and Stuart, go ahead.

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Stuart Beck: Thank you, Monica. 1st of all, thank you for joining us. Let me introduce myself. So name Stuart Beck and director of Nemko group certification. So my role currently is to oversee all of Nemko's product certification bodies. Now, after many years in the conformity assessment business, you know, over 32 now

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Stuart Beck: specialize in communication products and now moving into kind of the certification world, specifically looking at electrical safety radio energy efficiency. And now say, actually very happy to be kind of engaging with our partners here at Nemko Digital to kind of look at the AI side of things again, Nemko Group prize itself on

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Stuart Beck: yeah. 3rd party conforming assessment. I've been in it for a long time, so I'm very happy to give ourselves, you know, kind of that opportunity, and really give you a sense of where we're coming from and how we can help you.

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Monica Fernandez: Great. Thank you, Stuart.

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Monica Fernandez: So now you have an idea about who we are. You also probably know who Nemko is, but for those who don't know aside from Stuart's introduction, I'll quickly say that we've been around for 90 years now, and Nemko for these amount of years. It's been helping make basically making the world a safer place by

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Monica Fernandez: by providing physical trust through the testing inspection and certification of electrical products and systems. But of course, today, trust is not just about physical safety. It's also about how we interact with digital systems. So in our

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Monica Fernandez: increasingly connected world trust in digital services, software. And and AI has become just as critical as trust in physical products.

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Monica Fernandez: So that's where Namco digital comes in. We've built on Namco's legacy by offering solutions that ensure digital trust, focusing on things like security, privacy, reliability, transparency, and many other aspects that make AI trustworthy as we know it today.

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Monica Fernandez: So why are companies starting to care so much about AI governance, compliance and quality management? Well, there's a there's a few clear drivers behind the shift 1st up. It's pretty clear. Regulation is coming. Whether it's the EU AI Act or any other regulatory frameworks out there. Companies want to stay ahead of the curve and avoid

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Monica Fernandez: any funds that could be coming their way.

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Monica Fernandez: Secondly, reputation reputation is always something to consider being known as a responsible and ethical company when it comes to AI really boosts one's brand in today's society, especially on the global stage.

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Monica Fernandez: 3, rd there is a need for control. Nobody wants to be in the headlines for the wrong reasons, and having good governance in place, helps reduce the risk of AI doing anything unexpected or or even harmful. So that's also a big reason. Then, of course, there's a pressure from stakeholders.

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Monica Fernandez: customers, employees, investors, users. They'll all want to know that AI is being used thoughtfully and responsibly, and especially here in Europe. Trustworthy AI sticking to trustworthy AI principles. Is

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Monica Fernandez: is really valuable and finally, it's a real competitive edge. So companies that

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Monica Fernandez: like, get this right early can move faster and build trust with users and really stand out in today's market.

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Monica Fernandez: So really, good AI governance isn't just about ticking boxes. It's it's about building better, more trusted AI from the start and promoting your organization's AI maturity along the way.

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Monica Fernandez: And what, exactly, are customers looking for when it comes to AI governance and compliance? Well, for over a year now, Namco, digital, we've been interacting and working closely with a lot of our clients across different industries. And we're seeing a few recurring themes.

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Monica Fernandez: And here I'll briefly just show that these are the main interests first.st Well, it's clear, and there's no doubt that people need and want a clear, structured guidance towards compliance. So a roadmap to compliance, guidance to to access for global markets, understanding risk categories when it comes to things like the AI act.

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Monica Fernandez: These are a clear thing that we're seeing an interest in. Then we have the AI trustmark that we're introducing today, so I won't spend too much time on that right now.

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Monica Fernandez: But AI management systems is also quite high on the list. We support organizations, building capacity, improving processes and fully implementing AI management system, especially since Iso, 42,001 is is the most recognizable Iso standard right now on on AI and it. It's all about AI management systems.

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Monica Fernandez: then tools and technologies. Specifically technologies tools for AI governance. We help our clients pick the right tools and integrate them well into the organization, taking care, taking into account their AI governance while we do so.

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Monica Fernandez: And then AI governance assessment is a big key service that we're now offering which is basically a maturity model that helps one assess their their processes, the the

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Monica Fernandez: everything that has to be in place for good AI governance, and to be considered as a as an AI leading organization. We help them

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00:08:42.299 --> 00:09:03.739
Monica Fernandez: assess themselves against these standards and help them improve the maturity overall through time and through expert guidance. And finally, AI literacy. It's a big thing, especially since the AI Act came into place. AI literacy is one of the key requirements that we see on Article 4 specifically

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Monica Fernandez: and and now companies across the world are looking to to implement this requirement and making sure that their teams are capable and aware of of everything that one needs to be aware of when when they're interacting, using or even selling AI.

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Monica Fernandez: So without further ado, now, we'll introduce the AI trustmark. I think Stuart will start off doing so. And yeah, yeah, that's it. Let's go ahead, Stuart.

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Monica Fernandez: You are, muted. Stuart.

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00:09:49.900 --> 00:10:05.929
Stuart Beck: We go. That's very good of you to point that out. Thank you. So, yeah, why are we doing this? You know there are many different business drivers behind different services, and you know, Nemko itself, and we're a service provider.

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Stuart Beck: But we're not introducing this because we feel it's a good idea, and we're introducing it because customers have

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Stuart Beck: some requirements that need to be solved. And so

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Stuart Beck: Nemko, in this case is really working to put something in place that will actually help

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Stuart Beck: say, our customers actually take products to market, give themselves various competitive advantages. Look at what regulations are coming.

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Stuart Beck: How can they develop confidence in their products in the marketplace, and also internally look at different core processes themselves. How can they improve their products through quality management and risk assessments. So there are lots of different elements to this. So we've picked out a few of them.

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Stuart Beck: which kind of go through. So if we kind of look, 1st and foremost, the competitive advantage. What does this do for you?

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Stuart Beck: So you know, behind the scenes of this, and we have been in conformity assessment for many years, as we've already mentioned.

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Stuart Beck: But why have we been? There

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Stuart Beck: is because there is a need to really use partners who give you that impartial kind of

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Stuart Beck: assessment attestation of the performance of products or services management systems in accordance with defined criteria. So when you come forward and say, we've actually put effort into gaining a certification. In this case we're introducing the AI trustmark.

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Stuart Beck: That is a level which you can kind of push out to the marketplace and say, Look, we have done this. That gives you an advantage over some others who may be not going to that level again. You're getting a name of a big company behind you, but also promoting your commitment

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00:12:09.780 --> 00:12:36.100
Stuart Beck: to quality yourselves, promote your brand as a kind of a mark of trust in itself. So the 2 complement each other. Your brand, our brand, put it together, and we provide the impartiality and the technical expertise. You provide the commitment behind it all together, you know, really taking forward your advantage against competition.

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Stuart Beck: Another key element, of course, though, is

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Stuart Beck: the world of AI standards, then it's evolving fast.

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Stuart Beck: No question. And so, as a result of that, you know, we have to, you know, really look at where we are in the world right now, and the EU has definitely leading the way on a number of elements. And

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Stuart Beck: Monica had already mentioned about the Iso 42,001 for the AI management systems. So we're actually taking key elements of these requirements regulations and bringing them together to really give you a head start.

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00:13:18.670 --> 00:13:33.700
Stuart Beck: These regulations will be enforced at very soon, probably 2027, I think, for some of these in the EU. But if you can get a head start on that, you're already on that journey

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Stuart Beck: with this AI Trust Mark. This will allow you to really get on that journey

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Stuart Beck: work with us. We'll be the experts on the regulations and the conformity assessment requirements, and it gives you a sense that you're on the right track

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Stuart Beck: consumer and business trust.

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Stuart Beck: talked about the 3rd party evaluation. Obviously, that's you know, the underlying, you know, kind of premise for us existing is the 3rd party, but the marketplace itself. Consumers want to get confidence.

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00:14:11.270 --> 00:14:14.230
Stuart Beck: and they also look

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00:14:14.870 --> 00:14:34.160
Stuart Beck: when they're doing their buying themselves. Let's say it's public sector. Let's say it was a really big contract that you were looking to get in place. You know the actual procurement staff actually develop their requirements, and they could look for evidence of

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00:14:34.330 --> 00:15:00.160
Stuart Beck: commitment to particular criteria. If they look at other certifications you may have, you can put those into your bid package just to evidence that you actually are along the way. And you can offer that additional confidence. So, yeah, this is another means to be able to kind of promote your product, but also the quality behind it

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Stuart Beck: risk management. And we all know that risk management is a you know. It's a key driver in everything that we do these days reduce liabilities. You know. How do you mitigate particular risks, and then, you know, you tie that into quality management, which is in itself

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00:15:21.140 --> 00:15:34.629

Stuart Beck: a driver for improvement. So you mitigate risks, and then you improve on things behind the scenes. So I'm behind. Yeah, all of these elements. It really shows that you have a commitment

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00:15:34.690 --> 00:15:44.470
Stuart Beck: to providing trustworthy product quality product and really shows. You know where you sit in the whole scheme of things.

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Stuart Beck: Now, when we come to global acceptance of standards and regulations and things like that.

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Stuart Beck: we've already mentioned, the AI kind of rules are evolving fast, and so it's very difficult to actually pick out harmonized standards. As of this point, however, many accommodate

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Stuart Beck: any economies, excuse me, are actually keenly watching others. So that's why the EU AI act is actually such an important element in the world of regulation. So far. So we're taking that as our basis. And then with that kind of criteria that we're putting in, you can take that to other areas and say, look, this is what this particular economy is doing.

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00:16:34.090 --> 00:16:39.859
Stuart Beck: and then, potentially, they will actually adopt it. We've seen this in many fields.

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Stuart Beck: Electrical safety, especially harmonization globally, has been a remarkable success story.

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00:16:47.860 --> 00:16:52.350
Stuart Beck: As so, as we look forward with the AI world as well.

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Stuart Beck: we have a feeling that you know we can really latch on to the the faster markets that are developing. We can probably use that globally, and we, of course, want you to be a part of this as well.

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Stuart Beck: So we bring regulatory expertise. We bring technology expertise, but also providers of these AI systems. And even the deployment of this as well. If we get all these stakeholders together. The rules will coalesce around harmonization at some stage, but it's fast moving. So we work with what we have right now, and I think others will take that on board

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Stuart Beck: ultimately.

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00:17:37.629 --> 00:17:42.189
Stuart Beck: Influencing the marketplace. Yeah. Being involved.

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Stuart Beck: Whether it be standardization, it takes you forward, it gives the market confidence. Oh, this player is actually trying to build their brand build products and be participants in the whole development of this field.

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Stuart Beck: So the more that you get involved, the more you can influence, the more you can then develop business behind it. We are a partner in this. And so, you know, we really want to help you promote your business by using our expertise, giving you what you need and using our expertise

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00:18:20.269 --> 00:18:49.489
Stuart Beck: Monica, maybe onto the next slide. And this we wanted to just grab a quick poll. Actually, from the the attendees here, there are a number of elements which I've gone through, and we're very interested to kind of find out from yourselves what's kind of driving the interest behind the trust mark for yourselves. Could it be procurement decisions? Could it be? Enhancing your market position, you know. Build, customer, trust.

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00:18:49.610 --> 00:18:54.329
Stuart Beck: ensure regulatory alignment, example. Euai act

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Stuart Beck: procurement elements so competitive proposals. And then at the end, you know, can we support effective governance scaling? Yeah. So that's another element to this. So we're looking very closely to see what's driving your interest here.

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00:19:17.040 --> 00:19:43.719
Monica Fernandez: Yeah, I think we'll give. We'll give everybody some some time to fill in the poll, and then we'll discuss, or at least share what the the results are later on in the webinar. So take your time. But yeah, fill it. Fill it in with your answers. There could be many reasons. But just try your best to pick what you think could be the most important one for your organization or for yourself.

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00:19:44.870 --> 00:19:52.415
Monica Fernandez: Alright. I think we can move on then to the to the next slide, right.

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Stuart Beck: Okay, so

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Stuart Beck: so what is? Yeah, the AI trust mark itself. So the point behind it is the mark is a symbol.

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Stuart Beck: It's a symbol that is to communicate out to the marketplace that you have an AI system that's embedded within this product that is being validated to meet criteria. Whether it be best practices regulatory requirements that are out there, quality standards and

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00:20:28.190 --> 00:20:44.700
Stuart Beck: ethical AI. You know, these are all elements that have to be considered at this point. So this mark is really to pull that out. It's a visual representation certificate. But you behind it was conformity assessment.

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Stuart Beck: That's what this mark will actually be granted. For once you've gone through that process, the criteria behind it. We've touched on it, Euai 42,001. So we would document this within the actual scheme requirements, and you will be provided that as you go through the

process, and of course, at the start of the process, so you know that what you'll be actually looking to meet.

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Stuart Beck: and

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Stuart Beck: the additional global standards as they evolve. Yeah, the the actual criteria may change as we improve and enhance the the schemes. But we definitely will pick on industry. You know, related standards that are current at this point and make it useful. Yeah, we're not trying to make this a process that is unachievable. That won't help you.

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00:21:43.660 --> 00:22:03.850
Stuart Beck: And so we want to make sure that you can actually, you know, go out to the market with something that means is valuable, easy to kind of promote to your customers, but not necessarily easy behind the scenes easy doesn't really create value. But, on the other hand, taking the

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00:22:03.910 --> 00:22:15.229
Stuart Beck: approach to want to meet it and then come out with a certificate that's that's actually says a lot that gives trust in it. And and what you're trying to do

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00:22:16.782 --> 00:22:20.020
Stuart Beck: the mark itself, is gonna be

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Stuart Beck: applied. But with a number of different notations behind it.

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Stuart Beck: because we have different risk levels of the AI systems themselves. We also have different elements as part of the scheme. Monica will talk more about that in a few slides time, but then, at visual, it will show, along with the certificate what has been assessed, and then what you can actually put forward as part of your compliance documentation

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Stuart Beck: on to you, Marty.

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Monica Fernandez: Right.

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Monica Fernandez: Thank you, Stuart. So Stuart already introduced quite a bit about the trustmark, so I think I'll I'll just speed up a little bit on this slide. Like, he said. The trust mark is based on the what we think is the top global frameworks around AI

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Monica Fernandez: and with that, of course, we we are talking about the AI act we're talking about Iso 42,001, and we're talking about NIST's AI risk management framework.

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Monica Fernandez: And like Stuart said, we don't wanna make this difficult for anybody. It's just we want to make sure that you can, and that, you know, if.

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Monica Fernandez: when you obtain a trustmark, you know that you are aligned with these frameworks.

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Monica Fernandez: one of the key things to to notice about this trustmark is that we looked into the the processes that are involved in the development of the AI system. So currently in in our process, in our trustmark. There's no bias testing or or like looking in detail into the algorithm itself not technical testing. But we're looking more into the processes that were involved

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Monica Fernandez: in in the development. So we'll be looking into, have you? How? How have you set up your risk management system or your post-market monitoring system, and so on. For example. I will. I will give more examples later.

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Monica Fernandez: And then it also combines several types of assessment. because we wanted to take into account. I support 2,000. We can ignore. The that AI impact assessments

are something necessary. So it also integrates things like that. And and then, additionally, it also depending on the use case would also look into other kinds of assessment.

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Monica Fernandez: yeah. So in a nutshell, the most important thing to know about this trust mark is that it looks at the processes, and there is a notation system to take into account the risk level of of the AI system as a whole.

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00:25:23.530 --> 00:25:35.809
Monica Fernandez: and these will be the main topics, the main criteria that we would be looking at. I don't know if there's anybody here familiar with the AI act, but if you are, then you would

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00:25:35.890 --> 00:25:55.421
Monica Fernandez: notice that these all these topics are being covered in the AI act, and a lot of them also covered in the other 2 frameworks that we take into account. So we'd be looking at risk management systems at data management systems in general technical documentation.

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00:25:56.380 --> 00:26:12.720
Monica Fernandez: making sure that everything is there. The documentation that is necessary for you as a provider to give down to the deployer of an AI system. Make sure that all these documents are in place

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00:26:13.620 --> 00:26:19.599
Monica Fernandez: wherever needed, the transparency around the AI in itself

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00:26:19.900 --> 00:26:44.589
Monica Fernandez: human oversight, something that is really present in the Euai act. So our trustmark also considers it a very important criteria to look into. So we look into whether you have put in the processes necessary for human oversight, taking into account the intended use of the system

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00:26:44.590 --> 00:26:54.600
Monica Fernandez: and making sure that it's also aligned with the risks that have been identified during the development of of such systems.

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00:26:55.320 --> 00:27:13.764

Monica Fernandez: and then accuracy, robustness, and cyber security. Of course, elements that we cannot ignore if we wanna ensure that a system is trustworthy and safe and quality management systems given, that iso 42,000 is

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Monica Fernandez: is. So

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00:27:16.690 --> 00:27:46.019
Monica Fernandez: is so present in today's regulatory world around AI. We have criteria on quality management systems in place, and last, but not least, postmarket monitoring. That is your postmarking monitoring system appropriate to to the use case at hand to the risks that have been identified, any foreseeable risks. That

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00:27:46.020 --> 00:28:02.820
Monica Fernandez: that could come out of the misuse of such system? These are questions that that we ask when it comes to to making sure that the system is being monitored. Well, even after it's been placed in the market

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00:28:04.671 --> 00:28:19.760
Monica Fernandez: moving forward like we said, the levels of risk are considered. Just to make sure that the criteria that is being given to to the provider is appropriate

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00:28:19.760 --> 00:28:43.259
Monica Fernandez: so obviously as a low risk AI system provider. It wouldn't be so necessary to go through the same amount of criteria and thoroughness to obtain the trust mark as a high risk. AI provider would have to do so. We've developed this notation system to come along with the mark, to also be able to use it in your documentation, be able to show it

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00:28:43.676 --> 00:29:01.569
Monica Fernandez: to to anybody who may be asking for for the documentation, for for procurement purposes, for whatever you want. This is available. And there's full transparency of all the the criteria and validated aspects that that your system has gone through.

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00:29:03.780 --> 00:29:24.020
Monica Fernandez: And this is basically the process. As you can see. It's not that much different from any other marking schemes that we have for physical products, for example. But maybe

one of the differences is this risk categorization that we have in place before we can start with the process

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00:29:24.020 --> 00:29:39.009
Monica Fernandez: I already mentioned is just to make sure that you don't have to do unnecessary work as a as a system provider. If if you, if we're dealing with a for example, a low risk air system or a limited risk air system.

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00:29:40.160 --> 00:29:53.610
Monica Fernandez: But then, once that is done, we can begin with the trust mark process, which, of course, after it's it's it's finished. There is a validation of it, and then the issuing of the mark along with the final report.

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00:29:54.310 --> 00:30:19.600
Monica Fernandez: Here, on the left hand side, we see a evaluation statement on the risk categorization. This, what it basically means is, we've we've worked with quite a lot of clients until now, where they were interested in in risk categorization. They wanted to know, what risk level they had, especially when it comes to the AI act and

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00:30:20.110 --> 00:30:40.039
Monica Fernandez: normally. What we have done is we haven't only like provided a report with the findings and recommendations of it, but also an evaluation statement. So this can be part of of this trustmark process as well. If this is something that is seen valuable by by the customer.

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00:30:41.040 --> 00:31:05.070
Monica Fernandez: then, as with other marking schemes, to make sure that everything is still in order. As time goes by, we would be performing a spot assessment one year later, and a reassessment 2 years later. Now, what does this mean? The spot assessment will only be a very small assessment, making sure that everything is still in place, that there hasn't been any changes to this

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00:31:05.070 --> 00:31:16.630
Monica Fernandez: systems that has that have to be taken into account. It's just to make sure that everything is in order, and it's not such a thorough process, like the initial trustmark process would be.

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00:31:17.190 --> 00:31:30.539

Monica Fernandez: and then the reassessment. 2 years after the initial assessment. We have it like this at this at this moment, because we are aware of the regulatory developments and how dynamic.

124
00:31:31.300 --> 00:31:51.120
Monica Fernandez: these are right now. So with so much going on in the in the AI regulation space. We want to make sure that as things change as things move forward, we can integrate any necessary changes in the trust mark process in our scheme, and also apply it into your

125
00:31:51.516 --> 00:32:07.793
Monica Fernandez: into your certified products. So making sure that you are still aligned with regulation, if there's anything that you should be aware of this would be the the time point also to to make sure that everything is in place and

126
00:32:08.480 --> 00:32:11.120
Monica Fernandez: and that everything stays sound.

127
00:32:12.050 --> 00:32:14.226
Monica Fernandez: So that is it?

128
00:32:16.190 --> 00:32:30.099
Monica Fernandez: And yeah, I think Stuart has some more things to say, but soon we'll be. We'll be ending, and we can go forward with any questions that you may have, and also sharing the the.

129
00:32:30.280 --> 00:32:32.370
Monica Fernandez: the, the results from the poll.

130
00:32:34.210 --> 00:32:53.089
Stuart Beck: Okay, thank you. Monica, yeah. So really, a summary of like the certification process I to develop trust in Nemko. And our certification scheme. These are a number of the elements that really would be important for you.

131
00:32:53.220 --> 00:33:06.299
Stuart Beck: You need to know the criteria. You need to know what the process is there? You need to know how we actually standardize the way that we do our evaluations.

132
00:33:06.895 --> 00:33:20.860
Stuart Beck: Yeah, we don't want to be changing rules partway through we want to con absolutely. Confirm that we have very strict confidentiality rules. You know.

133
00:33:21.090 --> 00:33:35.704
Stuart Beck: this is proprietary information. We're very, very clear on what we would disclose. And honestly, I mean an AI trustmark. It's a certification. So you need to want to advertise that. So we do actually,

134
00:33:36.260 --> 00:33:47.089
Stuart Beck: have the necessary tools in place to publish to our online directors, who has actually been successful in gaining the mark. But

135
00:33:47.560 --> 00:34:14.999
Stuart Beck: all the other information behind it would be kept strictly confidential within our systems, as we do for all of our certification schemes. Again, further trust, and how we do business is that we are here to work with the customer. If there are any concerns along the way, of course we're gonna work with you. So we have clear policies, clear procedures for all of these elements to give you trust and the AI Trust mark.

136
00:34:15.090 --> 00:34:18.770
Stuart Beck: That's what the conformity assessment process is about.

137
00:34:22.300 --> 00:34:23.500
Monica Fernandez: Thank you, Stuart.

138
00:34:24.219 --> 00:34:39.960
Monica Fernandez: Now we're almost reaching the end. But there's just one more thing to add. So far we've been talking about the trust mark as typical, similar to the typical traditional auditing procedure.

139
00:34:40.489 --> 00:35:01.970
Monica Fernandez: but we also have a service model in place that allows different kinds of of companies. Maybe that you're at a more like an earlier stage. You're you're not sure if the trust

mark is something for you. If this is what you want. You simply are interested in in general. Making sure that your your systems are are

140
00:35:01.970 --> 00:35:23.194
Monica Fernandez: are safe and trustworthy. But don't mind too much about the outcome in terms of a trustmark, or is, it's simply part of your strategy. To improve AI governance as a whole. This is what the service model allows you to do. So we are able to help you with.

141
00:35:23.790 --> 00:35:50.568
Monica Fernandez: Many of the of the criteria, if not all of of the important processes that one has to take have in place during the development of of such systems. And we can pace this out. So through through expert meetings, through feedbacks and through your own self improvement, you can slowly over time. Also work on your own.

142
00:35:52.497 --> 00:36:01.781
Monica Fernandez: AI development making sure that through that process it is, just as safe, as trustworthy as

143
00:36:02.270 --> 00:36:30.189
Monica Fernandez: as a as a system who's going through a through a traditional auditing process. Now, this is just for illustrative examples what we have, what we have in here. But I think you can get the gist of it. Then, at the end of of such an such a long interaction that we can still continue with improving your AI trust maturity, you know as an organization, what processes can you have in place outside the product

144
00:36:30.190 --> 00:36:36.940
Monica Fernandez: level? But let's look into the organization as a whole. How how can we improve the processes that

145
00:36:36.990 --> 00:36:38.559
Monica Fernandez: that we have there.

146
00:36:39.040 --> 00:36:57.629
Monica Fernandez: So this is what we call compliance as a service. So this is also a different way of of looking at it. If one is interested in in a trustmark or in general improving the their processes through AI through their AI development.

147
00:36:59.000 --> 00:37:12.760
Monica Fernandez: And that is basically it? Thank you for joining us today, we're gonna shortly, share the answers from our poll. But just very quickly, just wanna share with you that we have more 30 min webinars

148
00:37:13.197 --> 00:37:31.560
Monica Fernandez: coming away or the ones that we would call them as part of our summer edition on July 9th would have a webinar on AI maturity. Specifically our AI maturity model to explain to you what it means, why it matters.

149
00:37:31.560 --> 00:37:49.350
Monica Fernandez: and how to benchmark. Your readiness against it, plus. It's also gonna allow us to deep, deep dive into things like AI inventory management and how to implement oversight measures during the life cycle of your AI systems.

150
00:37:49.350 --> 00:38:06.524
Monica Fernandez: Then on the second of August there are big changes coming up on the ais. So on the 4th of August, because it's a Monday we'll release to you an update of what these changes are. What? What these new and

151
00:38:07.020 --> 00:38:30.960
Monica Fernandez: rules are and they're they're around the general purpose. AI application. So if you need any, if you're looking for for such an update or guidance on what these mean and how what they mean for for you as a provider or deployer, or or any other role. Just stay aware for for that update.

152
00:38:32.470 --> 00:38:46.228
Monica Fernandez: Then, on the 20th of August, we have, also a short webinar on our AI developers playbook, which is basically a step by step guide designed to help engineering and product teams develop AI systems

153
00:38:47.020 --> 00:39:06.860
Monica Fernandez: in a way that is safe and also aligned with regulatory expectations. And last, but not least in September, right at towards the end of the summer, we have a small webinar on AI governance tooling and technologies where we can explore how organizations can

154

00:39:06.860 --> 00:39:23.120
Monica Fernandez: pick and choose the best AI governance tool there is in order to help them with AI governance so like in general and and we'll also explain how we can help you also integrate such tools in your organization.

155
00:39:23.760 --> 00:39:40.388
Monica Fernandez: So yeah, a lot of a lot of webinars, a lot of new things to learn so if you want to keep track of of our webinars join our Linkedin community, we always post them there, so you won't miss a thing and

156
00:39:40.800 --> 00:40:01.980
Monica Fernandez: And here you'll also get updates on any major regulations that are coming out in different countries across the world as well as any other services or or resources that that you can use as an individual or as an organization.

157
00:40:03.140 --> 00:40:28.480
Monica Fernandez: Last, but not least, we also, we place the QR here. If you're interested in simply having a 15 min consultation. Let's say you join this webinar because you have a specific product in mind, or a specific question in mind that you'd have to, that you would like to discuss more in depth. We are more than happy to to always meet you. And if it's a specific product in use case and and

158
00:40:28.810 --> 00:40:42.279
Monica Fernandez: we see that it's valuable to, or or you think it's also valuable to to deep dive into the use. Such a use case we can always meet for for longer, and you can use the same QR form to

159
00:40:42.380 --> 00:40:45.440
Monica Fernandez: to to request that.

160
00:40:46.660 --> 00:40:57.265
Monica Fernandez: So that is it. That was our webinar today. Now, I think we can share the the results.

161
00:40:57.870 --> 00:41:17.892

Monica Fernandez: so I don't think I can put it on the screen, unfortunately. So I'll just like read them out loud. So just to remind everybody the question was, in your organization, what would be the main reason for seeking an AI Trust market? There was a lot of different answers.

162
00:41:18.630 --> 00:41:23.439
Monica Fernandez: but we, we ask you guys to to please try to select the most important one

163
00:41:24.364 --> 00:41:52.549
Monica Fernandez: and it's pretty clear out of the poll that most people here participating in the webinar. Actually, 93% of the people here are saying that they want to ensure regulatory alignment with the EU AI act, and some like 7%. The remainder 7% want to enhance market positioning and build customer trust.

164
00:41:52.640 --> 00:41:56.265
Monica Fernandez: So these are very interesting results.

165
00:41:57.530 --> 00:42:08.915
Monica Fernandez: and yeah, it kinda aligns with with what we were also thinking. Especially the these current months where people are so

166
00:42:09.850 --> 00:42:24.602
Monica Fernandez: you know, like, there's a lot of changes in regulations, and the AI act is such a such a big thing that people are very aware about, and they want to learn more and be aligned with it, no matter what, no matter the risk category they're in.

167
00:42:25.210 --> 00:42:44.779
Monica Fernandez: we we expected that also, like the trustmark, would be something that that they would like to to use, not only to show that they are trustworthy, but to know themselves and give themselves a peace of mind, that they are, in fact, aligned with

168
00:42:45.030 --> 00:42:51.789
Monica Fernandez: with such regulations and the regulatory requirements that we have today around AI systems.

169
00:42:52.800 --> 00:43:04.223

Monica Fernandez: Alright. Well, thank you very much for attending. I'll be here a few more minutes in case there are some questions.

170
00:43:05.420 --> 00:43:28.399
Monica Fernandez: but for those of you who are already leaving. Thank you so much for coming and feel free to contact us for any questions you may have now or later, you can contact me. You can contact Stuart or the Nemko Digital email address, follow us on Linkedin. And yeah, let's stay in touch.

171
00:43:29.770 --> 00:43:32.926
Monica Fernandez: Okay, looks like

172
00:43:34.140 --> 00:43:50.720
Monica Fernandez: So far, there are no questions. So I think we can call it a day. And yeah, happy Tuesday for all of you. Wherever you are. Right now. And yeah, until next time. Thank you.