

How to use ethically and responsibly?

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AI ethics and why it matters

AI's Energy Consumption Is Massive

At a global level, AI systems consumed an estimated **1.5%** of total global electricity use in 2024. This consumption has increased by **12%** each year and continues to grow exponentially (International Energy Agency).

Water Use Is a Major Environmental Concern

Data centres need large amounts of water to cool heat-intensive servers.

In the US data centres consumed about **64 billion liters** of water in 2023 for cooling purposes, and this number is expected to grow as AI workloads increase.

Addressing AI Bias

When algorithms produce systemically prejudiced results, AI bias occurs. Thus creating unfair treatment of certain groups and impacting healthcare and business sectors using AI.

Privacy & Data Protection

AI collects significantly more data than users realise. It does not specifically inform users that sensitive data is collected.

Without strong protections, this data can be repurposed, leaked, or accessed without permission, compromising individual rights. In the US **15%** of employees paste sensitive company data into Generative AI.

Responsible data handling

Data Minimization

This is a privacy principle ensuring that only the minimum amount of data needed for a specific purpose should be gathered by providers.

Transparency

Organizations should be clear about how data is processed, stored, and shared. Users should be able to know how their information is being used.

Consent and Control

Before the data is collected or shared, users should be given their consent. They should also have the ability to access, correct, or delete their data.

Personal and Societal Accountability

Be Aware of Bias

AI systems may be biased due to data that already exists. Be careful with AI outputs, as they are not always objective.

Promote Responsible Use of AI

Increased understanding of the potential inaccuracies in AI tools is necessary for reducing the spread of misinformation. Users should inform their peers of the potential for biases in AI to encourage ethical and fair use.

Promote Environmental Impact Awareness

Awareness of AI's environmental consequences can be raised through education and training. This enables users to critically engage and avoid excessive utilization of AI platforms.



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