ANALYTICS & ARTIFICIAL INTELLIGENCE
ASSOCIATION OF THE PHILIPPINES

CODE OF ETHICS FOR AI PROFESSIONALS

AN EXECUTIVE SUMMARY

Version 1.0

22 July 2025

The **Analytics and AI Association of the Philippines (AAP) Code of Ethics for AI Professionals** is intended to guide the ethical conduct of AI professionals, particularly AAP members. The Code aims to promote the positive impact of AI on society while minimizing risks and harm. The Code is substantially aligned with the guiding principles of the ASEAN Guide on AI Governance and Ethics.

Preamble. This Code emphasizes responsible and ethical AI as vital to achieving the national development goals of uplifting the lives of every Filipino through technological advancements, while upholding a just and dignified society and the common good. It sets a standard for AI professionals in the private, public, and educational sectors to conduct their work ethically, fostering AI's positive impact on society for the benefit of all, while minimizing risks and harm.

Guiding Principles. The code is based on several guiding principles:

- Transparency and Explainability
- Fairness and Equity
- Security and Safety
- Human-centricity
- Privacy and Data Governance
- Accountability and Integrity
- Robustness and Reliability
- Environmental Sustainability

General Ethical Principles. The code outlines several general ethical principles that AI professionals should follow:

1. **Contribute to the betterment of society and to human and environmental well-being**. AI professionals are strongly encouraged to use their skills for the benefit of society, its members, and the environment, promoting human rights and minimizing negative consequences of AI systems while respecting diverse cultural values and professional judgement.
2. **Promote safe practices and prevent harm**. AI professionals should consider the potential impacts of their decisions and mitigate harm, which includes negative consequences such as physical or mental injury, or damage to property. While recognizing the complexity of ethical decision-making, professionals should strive to follow best practices to minimize harm.
3. **Be honest, trustworthy, and act with integrity**. AI professionals should be transparent about system capabilities, limitations, and potential problems, as well as being honest about their qualifications and any conflicts of interest.
4. **Strive for fairness and guard against discrimination.**. AI professionals are strongly encouraged to develop and deploy systems in ways that promote fairness and respect for all individuals. They should remain aware of how AI technologies can perpetuate or amplify bias and take reasonable steps to identify and mitigate discriminatory impacts. While interpretations of fairness may vary, intentional discrimination or the creation of systems that unjustly disadvantage individuals or groups is incompatible with ethical practice.
5. **Respect the work required to produce new ideas, inventions, creative works, and computing artifacts**. AI professionals should credit creators of ideas and respect copyrights, patents, and other methods of protecting authors' works, while also recognizing that, in some cases, limited exceptions may be ethically or legally justified to support education, innovation, or the public good.
6. **Respect privacy and individual data rights**. AI professionals should understand the rights and responsibilities associated with the collection and use of personal information. They should only use personal information in accordance with applicable laws and regulations, taking precautions to prevent re-identification of anonymized data.
7. **Honor confidentiality**. AI professionals should protect confidential information such as trade secrets or client data. In situations where confidentiality may conflict with the public interest, legal obligations, or clear ethical concerns, professionals should thoughtfully consider the appropriate course of action, seeking guidance or counsel when needed.

Professional Responsibilities. The code also outlines the professional responsibilities of AI professionals:

1. **Strive to achieve high quality in both the processes and products of professional work**. AI professionals should pursue high standards in both the processes and outcomes of their work, while recognizing that definitions of "quality" may vary across contexts and stakeholders. They should remain mindful of how their decisions can impact others, respect the dignity of those affected by their work, and take care to avoid negligence or avoidable harm arising from poor-quality practices.
2. **Maintain high standards of professional competence, conduct, and ethical practice**. AI professionals should consider maintaining and developing their professional knowledge and skills toward ethical and responsible design and deployment as AI technologies and social contexts evolve.
3. **Know and respect existing rules for professional work**. AI professionals must abide by laws, regulations, and organizational policies unless there is a compelling ethical justification to do otherwise and should challenge rules judged unethical through existing channels.
4. **Value constructive feedback and professional exchange.** AI professionals are encouraged to seek out and consider input from peers and stakeholders when appropriate, and to offer thoughtful, respectful feedback on the work of others when their expertise or perspective may be helpful. Openness to review supports collective learning, professional growth, and more informed outcomes.
5. **Thoughtfully assess AI systems and their potential impacts**. AI professionals are strongly encouraged to assess the broader consequences of their work, including potential risks and societal impact. Where appropriate, they should contribute to assessments that support responsible design, deployment, and oversight, recognizing that impact evaluation often involves trade-offs, uncertainty, and multiple perspectives.
6. **Recognize the boundaries of one's expertise and collaborate responsibly.**. AI professionals are strongly encouraged to reflect on their areas of competence and to seek collaboration, consultation, or support when a task extends beyond their current expertise. When appropriate, they should communicate limitations clearly, contributing to a culture of mutual trust, learning, and accountability.
7. **Support informed public understanding of AI.**. AI professionals are encouraged to contribute to public awareness of AI technologies by sharing knowledge, insights, or concerns in ways that are accessible, responsible and to the extent allowed by law. When they choose to engage, they should aim to clarify potential benefits, risks, and ethical considerations, while recognizing the importance of diverse perspectives and the limits of their own expertise.
8. **Respect access boundaries and act with integrity**. AI professionals are expected to access data, systems, and computing resources only with proper authorization or clear legal or ethical justification. In rare cases where access may conflict with formal permissions but serve a compelling public interest, professionals should act with caution, document their reasoning, and seek appropriate oversight or guidance.
9. **Design and implement AI systems that are robustly and securely engineered, ensuring privacy protection and security by design**. AI professionals should prioritize robust security when designing systems and take action to secure resources, also providing timely notification in the event of data breaches.
10. **Consider environmental impact and sustainability**. AI professionals are strongly encouraged to consider the environmental effects of their work, including energy consumption and carbon footprint, and to adopt practices that promote sustainability, where feasible — while balancing these goals with other ethical, technical, and societal considerations.