



BEST PRACTICES

Ethical Use of Artificial Intelligence

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International Gaming Standards Association

INTERNATIONAL
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Challenges

While there is agreement that AI-driven systems deployed within the gaming environment must be trustworthy and responsible, the global gaming community faces challenges associated with a lack of understanding of the technology. Specifically, there is concern that due to this lack of understanding, regulations may inadvertently allow AI algorithms and/or applications to be used in an unethical manner and that AI use policies will be fragmented leading to implementation delays and confusion.

A meaningful guide is required to provide a set of pragmatic Best Practices that regulatory authorities could use as the basis for the creation of guard rails that prevent this technology from being misused while benefiting from the positive value it can provide. This guide should offer practical solutions to industry challenges and serve as a platform for sharing best practices among all stakeholders.

Recommendations

These Best Practices provide a guideline for using AI algorithms and/or applications to ensure that any decisions made by AI are fair and equitable to human users. This document is intended to be a “living document” with input from the industry welcome and modifications and additions a key benefit of thoughtful input.

Target Audience

While these Best Practices are designed for legislators and regulatory authorities, the entire gaming industry ecosystem will benefit from understanding them and their intent, and from working together to follow them.

Contributions

The International Gaming Standards Association (IGSA) would like to express its appreciation to all members of the Ethical AI committee, past and present, for their significant contribution and dedication to the creation of this Best Practices document. The viewpoints and insights of the EAIC, comprising academics, operators, regulators suppliers, and technologists, were critical in creating this work. The IGSA also wishes to express its appreciation to all IGSA members, committees, and regulatory bodies who provided valuable input and support in the creation of this document.

Ethical Use of AI Best Practices

- BP-1.** Each AI algorithm must have a stated and documented purpose. Upon implementation, any modifications to the documented purpose must be communicated to interested parties, and where applicable, regulators.
- BP-2.** AI algorithm users must monitor the AI algorithm output periodically to validate that the results conform to the documented purpose (see BP-1) and are not exhibiting any unintended consequences (see BP-4). The monitoring periods may be variable and should be at least semi-annually.
- BP-3.** AI algorithms are allowed to evolve within the context and constraints of the documented purpose (see BP-1). The AI algorithm's owner must ensure that all regulatory and legislative requirements are adhered to.
- BP-4.** AI algorithms must incorporate protections to safeguard against conduct such as bias, discrimination, player harm, or other unintended consequences.
- BP-5.** AI algorithm owners must investigate, document the findings, and notify all affected parties, and where applicable, regulators, when an AI algorithm's output results in unintended consequences (see BP-3).
- BP-6.** Biometrically identifiable information shall only be collected for legally permissible and legitimate business purposes. Law enforcement activities, responsible gaming compliance, and general regulatory compliance uses identified by regulatory bodies are also acceptable. AI applications must not use biometric information to directly target players or customers, such as offering bonuses for individuals or groups exhibiting certain behaviors, without a human employee reviewing the AI algorithm model.

- BP-7.** Players may not use AI applications to gain an impermissible advantage, in compliance with existing anti-cheat, anti-fraud, and other regulations. If such vulnerabilities are discovered by either operators or suppliers, regulators may require notification. The notification must conform to jurisdictional incident reporting requirements and notifications must occur within 72 hours or other reporting timelines as required by regulations. Regulators may also require updates to internal controls and products as applicable, to address AI application cheat detection and prevention in their jurisdictions.
- BP-8.** AI algorithms acting as a player/opponent in a game versus human players must be designed to prevent any behavior that could give players an unfair advantage. This includes detecting and preventing the use of cheats or hacks that leverage AI capabilities.
- BP-9.** Suppliers should disclose to operators, information on gaming products that use AI algorithms or applications such that there is a possibility players may be competing against the AI. If this information is not clearly communicated and available as part of supplier-provided game instruction verbiage, then operators should disclose to players that this situation may occur during game play, using clear and easily accessible language.