

# US CHAMBER OF COMMERCE PRINCIPLES ON ARTIFICIAL INTELLIGENCE



The U.S. Chamber of Commerce welcomes the advancement of artificial intelligence (AI) technologies. We believe in AI's potential as a force for good to raise human productivity, spur data-driven innovation, and expand economic opportunity to benefit consumers, businesses, and all of society. We recognize the necessity of a stable policy environment that fosters innovation and trust in AI. The Chamber endorses the OECD's Recommendations on AI as a set of guidelines to advance this vision.

Sound practices, along the following lines, are essential for attaining the full potential of AI technologies:

## RECOGNIZE TRUSTWORTHY AI IS A PARTNERSHIP

Fostering public trust and trustworthiness in AI technologies is necessary to advance its responsible development, deployment, and use. Trustworthy AI encompasses values such as transparency, explainability, fairness, and accountability. The speed and complexity of technological change, however, mean that governments alone cannot promote trustworthy AI. The Chamber believes that governments must partner with the private sector, academia, and civil society when addressing issues of public concern associated with AI. We recognize and commend existing partnerships that have formed in the AI community to address these challenges, including protecting against harmful biases, ensuring democratic values, and respecting human rights. Finally, any governance frameworks should be flexible and driven by a transparent, voluntary, and multistakeholder process.

## BE MINDFUL OF EXISTING RULES AND REGULATIONS

AI is a tool and does not exist in a legal vacuum. Policymakers should be mindful that activities performed and decisions aided by AI are often already accountable under existing laws. Where new public policy considerations arise, governments should consider maintaining a sector-specific approach, while removing or modifying those regulations that act as a barrier to AI's development, deployment, and use. In addition, governments should avoid creating a patchwork of AI policies at the subnational level and should coordinate across governments to advance sound and interoperable practices.

## ADOPT RISK-BASED APPROACHES TO AI GOVERNANCE

Governments should incorporate flexible risk-based approaches based on use cases, rather than prescriptive requirements when governing the development, deployment, and use of AI technologies. An AI use case that involves high risk should therefore face a higher degree of scrutiny than a use case where the risk of concrete harms to individuals is low. To avoid stifling innovation while keeping up with the rapid pace of technological change, industry-led, voluntary accountability mechanisms should recognize the different roles companies play within the AI ecosystem and focus on addressing concrete harms to individuals that can be empirically linked to the use of AI technologies. Any regulation of AI should be specific, narrowly tailored to appropriate use cases, and weighed against the economic and social benefits forfeited by its enactment.

## SUPPORT PRIVATE AND PUBLIC INVESTMENT IN AI RESEARCH & DEVELOPMENT

Investment in research and development (R&D) is essential to AI innovation. Governments should encourage and incentivize this investment by partnering directly with businesses at the forefront of AI, promoting flexible governance frameworks such as regulatory sandboxes, utilizing testbeds, and funding both basic R&D and that which spurs innovation in trustworthy AI. Policymakers should recognize that advancements in AI R&D happen within a global ecosystem where businesses, universities, and institutions collaborate across borders.



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## **BUILD AN AI-READY WORKFORCE**

AI brings significant opportunities, as well as some challenges, to the workforce. Governments should partner with businesses, universities, and other stakeholders to build a workforce suited for an AI economy. These investments will ensure that workers are prepared to use AI tools and adapt to changing workforce needs. Moreover, policymakers should take steps to attract and retain global and diverse talent.

## **PROMOTE OPEN AND ACCESSIBLE GOVERNMENT DATA**

AI requires access to large and robust data sets to function. Governments possess substantial amounts of data that should be made available and easily accessible in a structured, commonly used, and machine-readable format to accelerate the development of AI while ensuring appropriate and risk-based cybersecurity and privacy protections. Governments at all levels should improve the quality and usability of data sets through, for example, greater digitization, standardized documentation and formatting, and additional budgetary resources.

## **PURSUE ROBUST & FLEXIBLE PRIVACY REGIMES**

Data is critical to the development of AI, and the repurposing of personal data may impact consumer privacy. Clear and consistent privacy protections for personal privacy are therefore a necessary component of trustworthy AI. Governments should pursue robust but flexible data protection regimes that enable the collection, retention, and processing of data for AI development, deployment, and use while ensuring that consumer privacy rights are preserved. Policymakers should look to the [U.S. Chamber of Commerce's Privacy Principles](#) as a guide for pursuing data protection rules that foster innovation.

## **ADVANCE INTELLECTUAL PROPERTY FRAMEWORKS THAT PROTECT & PROMOTE INNOVATION**

The AI ecosystem is highly dynamic, routinely benefiting from collaboration and open research to fuel commercial innovation, which is often built on a range of open source and proprietary components, such as software frameworks, data, and cloud-enabled processing capabilities. Governments must ensure full respect for IP protection and enforcement with respect to AI. Governments should also support an innovation-oriented approach that recognizes the strengths of an open AI ecosystem. Additionally, governments must not require companies to transfer or provide access to AI-related intellectual property, such as source code, algorithms, and data sets.

## **COMMIT TO CROSS-BORDER DATA FLOWS**

The ability to move data across borders and access information determines the speed at which AI technologies can be developed and used in the global economy. The adoption of AI across different sectors and geographies is enabled by cloud computing, which broadens access to AI technologies, including for small and medium-size enterprises. Policies that restrict data flows, such as data localization requirements, constitute market access barriers that will diminish AI-related investment and innovation and limit access to AI technologies. Governments should steadfastly commit to keeping data flowing across international borders.

## **ABIDE BY INTERNATIONAL STANDARDS**

Industry-led, consensus-based standards are at the heart of digital innovation, including AI technologies. The Chamber encourages policymakers to acknowledge and support the development of such standards in recognized international standards bodies and consortia. Furthermore, governments should likewise leverage industry-led standards on a voluntary basis wherever possible to facilitate the use and adoption of AI technologies.



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1615 H Street, NW  
Washington, DC 20062-2000