**Sages submission to the High-Level Expert Group on Artificial Intelligence
Draft Ethics Guidelines for Trustworthy AI**

Sage is the global market leader for cloud business management solutions that helps 3 million small and medium sized businesses of all sizes manage everything from money to people - whether they're a start-up, scale-up or enterprise. We do this through Sage Business Cloud - the one and only business management solution that customers will ever need, comprising Accounting, Financials, Sage Intacct, Enterprise Management, People & Payroll and Payments & Banking. Operating in 23 markets and headquartered in UK, our European business comprises of over half of Sage's total global revenues.

Today we are working to embed AI and Machine Learning into products across our portfolio, to help our customers cut the burden of administration, accelerate problem solving and enhance the performance and productivity of their workforce.

AI impacts personal and professional lives and we believe an honest, global conversation about AI's benefits to industry, government and our personal lives is essential. Building ethical AI will ensure interactions with technology actually help people and improve work so that society can trust its real applications for specific industries, workflows and personal situations. That is why Sage published our core [Principles for Ethical AI](#) and a [Framework for a Competitive Ethical AI Economy](#) whitepaper for businesses, which distils ethical approaches to AI development in the real world. This is why Kriti Sharma, VP of AI, was appointed to the [Board of the UK Government's pioneering Centre for Data Ethics](#).

We welcome the draft AI Ethics Guidelines produced by the European Commission's High-Level Expert Group on Artificial Intelligence (AI HLEG), and we look forward to a final version being published. Particularly the definition of technical and non-technical methods for realising trustworthy AI. Whilst they may not answer all questions, Sage will certainly endeavour to draw on these as we apply AI within our technology.

However, the challenge today is securing widespread adoption of the principles, by sharing with users the capabilities we can harness. Sage is looking to lead the way and embed the implementation of ethical AI across our business. However, this is complex involving multiple stakeholders. More insight into the building blocks and suggesting industry guiderails would be useful to secure greater and more successful adoption across our customer base.

We would welcome an opportunity to engage further with the Expert Group, and we are happy to discuss trialling application of the programme.