## **THREE W'S OF ISO 42001**

In the advent of AI, ISO 42001 should be on every organization's radar



## WHAT IS IT?

standard that specifies the requirements for establishing, implementing, maintaining, and continually improving an artificial intelligence management system within organizations. Designed for entities providing or utilizing Al-based products and services, it ensures the responsible development, provisioning, and use of Al systems.

## WHY?

ISO / IEC 42001 is the world's **first AI management system standard**, providing valuable guidance for the rapidly changing field of AI technology. It addresses the unique challenges AI poses, such as **ethical considerations**, **transparency**, **and continuous learning**.







For organizations, it sets out a structured way to **manage risks and opportunities** associated with AI, balancing innovation and governance.

## WHO NEEDS IT?

Organizations of any size that are involved in developing, providing, or using Al-based products or services.



Did you know that according to a 2023 Salesforce report, of surveyed IT leaders

99%

did not believe their organization was presently equipped to leverage GenAl?

ISO/IEC 42001 is applicable across all industries and relevant for **public sector** agencies as well as companies or nonprofits. ISO/IEC 42001 serves as a guide for organizations seeking effective management of their artificial intelligence systems. This is crucial given the current inherent complexities and questions surrounding the use of AI, and especially its machine learning branch.

Simplifying Security And Compliance

LEARN MORE

