

AI Project Assessment

Check if an AI project is non-harmful, safe and compliant across 6 areas



Company Summary

Company Name: DemoCo NI Ltd

Industry: Technology

Date Complete: 24 / 07 / 2025



Project Overview

Use AI to create personalised road trips based on user preferences, customer data, geographic data, and a combination of external APIs

56 out of 251

A lower score means your AI project is more ethical. Try to get the lowest score you can!

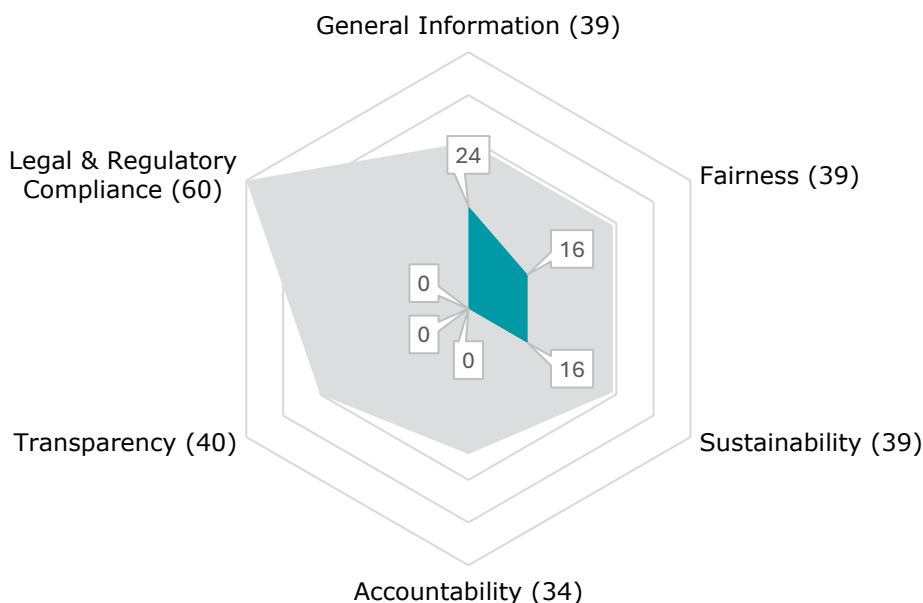
Good AI Project

- ◆ Is this a Prohibited Use of AI? ☐ Yes ☒ No
- ◆ Is this a High-Risk Area for AI? ☐ Yes ☒ No

Core Action: Limited Risk might still have potential to improve.

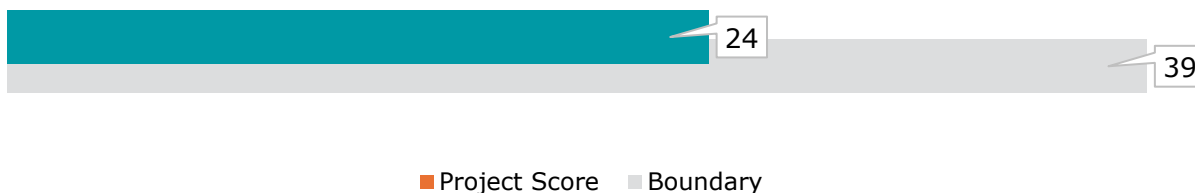
■ Boundary

■ Project Score



Part 1 – Recommendations on General Information

Summary: *This section gives important background information about the AI project. It explains what the project is for, how the AI will be used, who will use it, and what kind of data it will use. This helps others understand the project before looking at the ethical issues.*



What does the AI project look to do? Why is AI going to be used?

- ✦ Use AI to create personalised road trips based on user preferences, customer data, geographic data, and a combination of external APIs

What does success look like for this AI project?

- ✦ Creation of a road trip which can be reviewed by a human for accuracy before presentation to customer. Aim is to improve efficiency of the road trip planning.

Which description fits the AI project better?

- ✦ You answered 'AI as part of a process' to this question. It's often easier to manage AI when it is part of a larger process, supporting specific tasks rather than operating independently. This approach keeps people or other systems in control, helping maintain governance, visibility, and human oversight.

Will you use this AI project inside your company (like to help employees work better) or will you use it for customers outside the company?

- ✦ You answered 'BOTH - Inside the company AND For customers outside the company' to this question. Your AI project is for both inside the company and for customers outside the company, so you need to consider the different areas where it operates. As it involves mixed data and users, your responsibilities are greater - make sure you manage risks, follow relevant rules, and maintain strong safeguards for all users and data.

Where would you like the AI project to be used?

- ✦ You answered 'Northern Ireland AND Other Regions' to this question. Using the AI project in Northern Ireland and other locations means you must follow different laws and regulations, which may conflict. To manage this, list where the AI will be used, check the legal and regulatory requirements in each place, and plan for compliance. It's helpful to adopt the highest standard - such as the EU AI Act - as your baseline to ensure broad and consistent compliance.

Outside of Northern Ireland, where else would the AI project be used?

- ✦ Globally

Is the project using any data that includes Personal Identifiable Information?

- ✦ You answered 'Yes' to this question. Your AI project uses Personal Identifiable Information (PII), which is sensitive data that can identify someone. Only collect the PII you need, and make sure it's well protected. Follow privacy rules like GDPR, and set clear policies for how data is collected, stored, and used. Use security measures like locked storage, encryption, and firewalls to keep the data safe from unauthorised access.

Is the project using any data that's labelled 'confidential' or that's supposed to stay private?

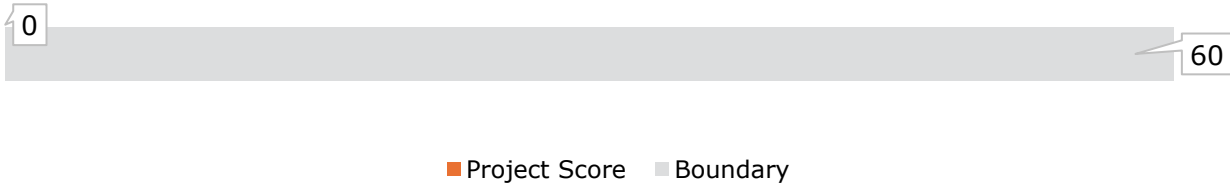
- ✦ You answered 'Yes' to this question. If your project uses confidential or private data, strong protections must be in place. Use access controls, encryption, and secure storage to prevent unauthorised access. Limit who can see the data, document how it's used, and follow policies like privacy-by-design to reduce risk. Handling this data responsibly is key to protecting people and earning trust.

Do you have permission to use the data for your AI project?

- ✦ You answered 'Yes' to this question. Great—make sure the permission meets GDPR standards. Consent must be freely given, specific, informed, and clearly recorded. Double-check that the data is only being used for the agreed purpose, and that people know they can withdraw consent at any time.

Part 2 – Recommendations on Legal & Regulatory Compliance

Summary: *This section checks if the AI project follows laws and rules. It looks at banned uses, high-risk areas, and how data is handled to make sure the project is legal and responsible.*



Is this a Prohibited Use of AI?

- ✦ Good news! Your AI project is not classified as a Prohibited Use Case under the EU AI Act. The Act sorts AI systems by risk level, and some high-risk uses are banned entirely.

Is this a High-Risk Area for AI?

- ✦ Good news! Your AI project is not classified as a High-Risk Area under the EU AI Act. Although these use cases can continue, they will require additional governance, especially around transparency and accountability which supports control.

Do you have a lawful basis for collecting and processing the data for your AI project (like consent, legitimate interest, completing a contract, or a legal obligation)?

- ✦ You answered 'Yes' to this question. Great. Make sure your lawful basis (like consent, legitimate interest, contract, or legal obligation) is clearly documented and valid for how the data is used in your AI project. Ensure the data use stays within the agreed purpose, and update your records if anything changes.

Have you defined a specific reason you need the data you are using?

- ✦ You answered 'Yes' to this question. Good. Make sure the reason for using the data is clearly documented and linked to your AI project's purpose. Use only the data that is necessary for that reason—this supports data minimisation and compliance with privacy laws like GDPR.

Have you considered only using the minimum amount of data necessary for your AI project?

- ✦ You answered 'Yes' to this question. Great. Limiting your data use to only what is necessary supports data minimisation and reduces privacy and security risks. Make sure this approach is documented and reviewed regularly as your project develops.

Will you set-up ways for people to object to their data being used?

- ✦ You answered 'Yes' to this question. Good. Make sure people clearly understand how to object to their data being used. Under GDPR, individuals have the right to object in certain situations. Provide a simple and accessible way for them to make this request and have a process in place to respond.

Have you considered how you will show GDPR compliance (e.g., data protection impact assessment, data processing records)?

- ✦ You answered 'Yes' to this question. Great. Keep clear records, such as a Data Protection Impact Assessment (DPIA) and data processing logs, to demonstrate how your AI project complies with GDPR. Make sure these documents are up to date and reflect any changes to your project.

Will your AI project need to transfer data securely between systems and countries?

- ✦ You answered 'No' to this question. Even if your project doesn't transfer data between systems or countries, it's still important to keep data secure within your setup. Use good security practices like encryption, access controls, and secure storage to protect the data you hold.

Does this include personal data?

- ✦ You answered 'No' to this question. Even if personal data isn't included, you should still transfer data securely to prevent loss or unauthorised access. Use good practices like encryption and secure channels to keep all data safe.

Are you aware of any industry specific legislation or regulation which may impact your AI project?

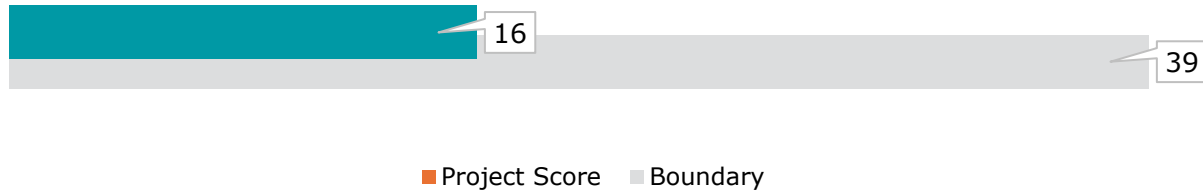
- ✦ Not applicable

What legislation or regulation might impact your AI project?

- ✦ Not applicable

Part 3 – Recommendations on Fairness

Summary: *This section looks at whether the AI project is fair to all people and organisations. It checks if the data is fair, if different groups are treated equally, and if the project is likely to work well for everyone.*



Will your project use any information which includes Age, Disability, Gender, Marriage or Civil Partnership, Pregnancy or Maternity, Race, Religion or Beliefs, Sex, or Sexual Orientation?

- ✦ You answered 'Yes' to this question. Your project uses data with protected characteristics like age, gender, race, or disability. This information is legally protected, so you must avoid bias and unfair treatment. Use diverse, representative data and check that your AI treats people fairly. To test for bias, consider methods like the Counterfactual Fairness Test or Adversarial Fairness Testing.

Are you using the right data for your AI project, so it represents things fairly and doesn't leave important things out?

- ✦ You answered 'Yes' to this question. Great. Make sure your data stays relevant, accurate, and diverse enough to reflect the real world. Keep reviewing your dataset to ensure it continues to support fair outcomes and doesn't miss important details or groups.

Are you hoping your AI will confirm something you already think, or are you okay with any result?

- ✦ You answered 'I am okay with any result' to this question. That's good. Being open to all outcomes helps reduce bias and improves the reliability of your AI. Make sure your data and methods support objective results and regularly check that the system isn't unintentionally favouring certain outcomes.

Could this AI project end up working better in some cases than in others, leaving some people or scenarios out?

- ✦ You answered 'Yes' to this question. If your AI works better for some groups or situations than others, it could lead to unfair outcomes. Review your data and testing to make sure all relevant groups and scenarios are included. Aim to improve fairness and reduce any gaps in performance.

Have you considered that your AI project might be used by people who speak different languages or have different needs?

- ✦ You answered 'I don't know' to this question. It's important to check if your AI will be used by people who speak other languages or have different needs. If so, think about adding language options and accessibility tools so everyone can use the system equally and effectively.

If it works, do you think the AI project could be used in a way that's careful and fair to everyone using it?

- ◆ You answered 'Yes' to this question. That's encouraging. If your AI project is designed to be fair and careful with all users, you're on the right track. To support fairness, keep testing it across different groups, use fairness audits, and monitor outcomes regularly. Tools like bias detection software and user feedback channels can help you catch and fix issues early. Fairness needs to be maintained over time, not just assumed.

If you met someone on the street, do you think they would consider your use of AI reasonable?

- ◆ You answered 'Yes' to this question. That's a good sign. Still, make sure your project goal is clear, the potential impact is fair, and people would feel comfortable with how AI is used. Keep checking that a reasonable person—someone with ordinary knowledge and common sense—would agree with your project's purpose and outcome.

Why do you think the person would think it is unreasonable?

- ◆ Not applicable

Part 4 – Recommendations on Accountability

Summary: *This section looks at who is responsible for the AI project and how it can be checked. It also considers how people stay in control of the AI, and how issues can be reported and corrected.*

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■ Project Score ■ Boundary

Can you explain your AI project in plain language that anyone could understand?

- ✦ You answered 'Yes' to this question. That's excellent. Being able to explain your AI project in plain language shows you're ready to build trust and accountability. Clear, open explanations help people understand what the AI does, why it matters, and how it will be used. This openness invites others into the journey and supports responsible, transparent use of AI.

When looking at your AI project, do you plan on keeping track of each stage of how the AI is used, from start to finish?

- ✦ You answered 'Yes' to this question. That's excellent. Tracking how the AI operates at each stage while it's live helps ensure the system is working as expected. Mapping the full live process—from data input, to processing, to output—provides better traceability and helps you explain how and why outcomes are produced. This is key for accountability and rapid issue resolution.

Will people be able to look at how the AI is working to check for mistakes or problems?

- ✦ You answered 'Yes' to this question. That's a strong approach. Letting people see how the AI works builds trust and makes it easier to catch problems. Make sure you have a clear mechanism—like audit logs, error reports, or review panels—to trace decisions and follow up if something goes wrong. This helps ensure accountability and ongoing improvement.

Could other people build a similar system if they have the right tools and information?

- ✦ You answered 'Yes' to this question. That's a good sign. If others could rebuild your system using the right tools and information, it shows your project is transparent and follows good practice. Avoiding a 'black-box' approach helps build trust, supports accountability, and makes it easier to review, improve, or fix your AI over time.

Have you considered someone to be in charge of how the AI system is developed and used, to make sure everything is done right?

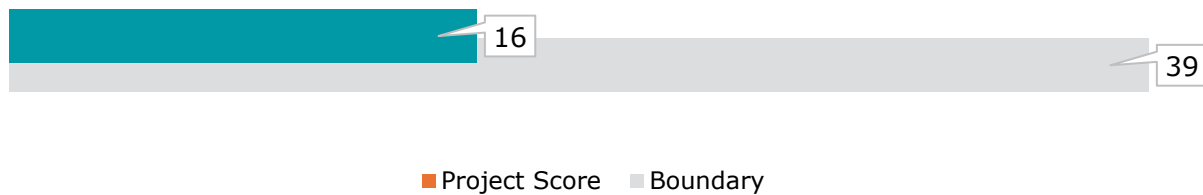
- ✦ You answered 'Yes' to this question. Good. Make sure this person has a clear role and enough authority to oversee how the AI system is built and used. They should ensure the project follows ethical, legal, and safety standards, and respond if problems arise.

Will there be a way for people to let you know if they think the AI made a mistake or isn't working right?

- ✦ You answered 'Yes' to this question. That's great. Make sure the feedback process is clear, easy to use, and monitored regularly. People should know how to report mistakes or concerns, and you should have a plan to respond and improve the system when needed.

Part 5 – Recommendations on Sustainability

Summary: *This section looks at how the AI project could affect people, trust, and society over time. It checks for long-term risk and how well the project can keep working in the future.*



Could the AI project make it harder for people to talk, or trust each other, or trust your business?

- ✦ You answered 'No' to this question. That's positive, but it's still important to keep people informed. Talk about your AI project in the right way—explain why you're using AI, how it works, and what people can expect. Share updates as the project develops and monitor its impact to ensure it continues to support trust and communication. Ongoing visibility and openness strengthen relationships.

Could the AI project make it easier for some people and organisations to get ahead while making it harder for others?

- ✦ You answered 'No' to this question. That's a positive sign but keep checking. Even well-designed AI systems can unintentionally favour certain groups. Regularly review how the system affects different people and organisations to ensure fairness is maintained. If imbalance appears, update your model or data to reduce bias and involve diverse users in testing.

Could the media make a headline about the AI project for the wrong reasons?

- ✦ You answered 'Yes' to this question. If your AI project could attract negative media attention, take that as a warning. Review the risks—could it be seen as unfair, intrusive, or harmful? Address concerns early by improving transparency, explaining the project clearly, and showing how you're protecting people's rights and wellbeing and business needs.

Could this AI project be talking to lots of people or businesses about sensitive things or areas?

- ✦ You answered 'Yes' to this question. If your AI will deal with sensitive topics, people may react strongly or feel vulnerable. Use clear, explainable AI—make sure users understand how the system works and why it gives certain results. Transparent explanations help build trust, reduce confusion, and show that your AI can be relied on in sensitive situations.

How will your AI be used:

- ✦ You answered 'AI will be on demand' to this question. Using AI only when you need it is a smart choice for saving energy and reducing environmental impact. This option helps lower electricity use and is more eco-friendly, especially if your AI does not need to be running all the time. However, if your AI is powerful, like a Generative AI, it may have a bigger impact on the environment. Consider what type of AI best fits your need.

Could the data that the AI project relies on become out of date or irrelevant over time?

- ✦ You answered 'AI will be on demand' to this question. Using AI only when you need it is a smart choice for saving energy and reducing environmental impact. This option helps lower electricity use and is more eco-friendly, especially if your AI does not need to be running all the time. However, if your AI is powerful, like a Generative AI, it may have a bigger impact on the environment. Consider what type of AI best fits your need.

Could the data that the AI project relies on become out of date or irrelevant over time?

- ✦ You answered 'No' to this question. That's good, but it's still smart to check your data and AI use regularly. Things can change—what works now may not work later. Set up a schedule to review your data and system so it stays useful, fair, and relevant.

Could someone want to take action if the app was used in a way that hurt them, their business or their privacy?

- ✦ You answered 'Yes' to this question. If your AI project could cause harm or raise concerns, people may want to take action—legally or through complaints. Plan ahead by having clear terms of use, a way to handle complaints, and safeguards to protect users, businesses, and privacy. This helps build trust and reduce risk.

Part 6 – Recommendations on Transparency

Summary: *This section looks at how open and clear the AI project is. It checks if people know they are using AI, if the AI's actions can be explained, and if clear information is available about how it works and how to use it.*



Will the AI project be responsible for making decisions or taking action without any input or review from a human?

- ✦ You answered 'No' to this question. That's a safer approach. Having a human involved in the process helps maintain accountability and reduce risk. Even so, think about the level of oversight you need—this could be review at every stage or spot checks depending on the risk. Be sure you can explain how the AI contributes to decisions and how human judgement fits into the process.

If the AI project went live, would a person using it know that they are interacting with AI?

- ✦ You answered 'Yes' to this question. Good. It's important that people know they are interacting with AI. Clear communication builds trust and helps users understand how the system works and what to expect. Keep the explanation simple and easy to see.

How would the person know?

- ✦ You answered 'I will notify them' to this question. That's a good approach. Make sure the notification is clear, easy to understand, and shown early in the interaction. You can use a simple message like "You are now interacting with an AI system" at the start to set clear expectations.

Can you explain how the AI project is supposed to work?

- ✦ You answered 'Yes' to this question. That's a strong foundation. Being able to explain how your AI works supports transparency and helps people understand and trust it. Keep your explanation clear, focused on what the system does, how it works, and why. Make sure it's easy for others—including non-experts—to follow.

If it was explained to them, would a person on the street be able to understand how the AI project works?

- ✦ You answered 'Yes' to this question. That's excellent. If someone with no technical background can understand how your AI works, you're on the right track. Keep explanations clear, avoid jargon, and focus on what the system does, why it does it, and what that means for people. This helps build openness, trust and confidence.

Will the AI project include documents which explain, how and why things are set-up?

- ✦ You answered 'Yes' to this question. Great. Keeping documentation that explains how and why your AI system was set up is key to accountability. Make sure it's clear, regularly updated, and available to your team. Include things like design decisions, data sources, model choices, and risk assessments. Assign someone—like a project lead or AI governance officer—to maintain it. Good documentation supports transparency and informed decision-making.

Will the AI project include instructions about how to use it?

- ✦ You answered 'Yes' to this question. That's great. Clear instructions help people use AI correctly and confidently. Make sure your guidance is simple, accessible, and supports users with different levels of AI literacy. A clear, inclusive user experience builds trust and helps more people benefit from your system.