



Ethical AI Evaluation Checklist

Use this checklist before adopting any AI tool into your business. It will help you quickly evaluate whether the tool supports your values and protects your clients, while also making sure it's practical and sustainable.

1. Transparency & Honesty

- Does the company clearly explain how the tool works?
- Do I understand what data the tool collects and how it's used?
- Am I willing to disclose to my audience or clients that I use this tool?

2. Privacy & Data Security

- Does the tool comply with privacy regulations (e.g., GDPR, CCPA)?
- Does it encrypt or protect sensitive data?
- Am I confident client information won't be stored, sold, or misused?
- Would I feel comfortable if my clients knew I used this tool with their information?

3. Human-Centered Approach

- Will this tool support my work, not replace genuine client connection?
- Does it help me spend more time on meaningful interactions?
- Can I personalize or customize outputs so they reflect my voice and values?

4. Bias & Fairness

- Does the tool acknowledge or address bias in its outputs?
- Have I tested it for fairness and inclusivity?
- Am I willing to take responsibility for correcting biased or harmful outputs?

5. Content Ethics & Intellectual Property

- Does the tool respect copyright and intellectual property rights?
- Am I confident the outputs are original, not plagiarized?
- If I use AI-assisted content, am I adding my own perspective and edits?

6. Sustainability

- Is this tool energy-efficient, or does the company disclose sustainability practices?
- Am I avoiding unnecessary AI use that adds digital waste?

7. Practical Fit

- Does this tool actually make my work easier, or does it add complexity?
- Does it integrate smoothly into my existing systems?
- Can I see myself using it consistently, or will it sit unused?

Quick Decision Guide:

- ✅ If most boxes are checked: This tool is likely a good fit.
- ⚠️ If several boxes are unchecked: Pause and reconsider—look for alternatives.
- ❌ If core values (privacy, transparency, human-first) are unchecked: Do not use this tool.

Remember: AI should feel like an ally, not a compromise. If it doesn't feel right, it's not the right tool for you.

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