



**ETHICAL BY
DESIGN**

AI Ethics & Responsibility

*What Every Entrepreneur Needs to Consider Before
Following the Crowd*

"The web isn't broken ... but we do need to claim it back."

Sir Tim Berners-Lee (creator of the internet)



ETHICAL BY DESIGN

Welcome

AI tools are everywhere — and evolving fast.

But the real question for ethical entrepreneurs isn't *"Should I use AI?"* — it's *"How can I use AI without compromising what I stand for?"*

This case study explores the ethical crossroads many businesses now face — and what responsible AI usage actually looks like.

Section 1: The Problem with AI Hype

- AI is being sold as a miracle fix: instant content, automated funnels, 24/7 productivity.
- But what's often overlooked is:
 - **Lack of consent:** AI tools trained on unapproved datasets, scraped content, or stolen art
 - **Bias & exclusion:** AI outputs that reinforce harmful stereotypes or ignore non-Western voices
 - **Deception & erosion of trust:** Businesses using AI to appear more "personal" or "human" than they really are

AI doesn't just amplify our output; it also amplifies our values (or lack of them).



ETHICAL BY DESIGN

Section 2: Case in Point — The CNET Scandal

- In 2023, CNET quietly began publishing AI-generated news articles.
- Articles were riddled with factual errors, plagiarism, and lacked disclosure.
- Readers lost trust, credibility dropped, and the brand took a major reputational hit.

Lesson: AI is not neutral. Transparency is essential. Shortcuts are rarely worth the cost.



ETHICAL BY DESIGN

Section 3: A Healthier Path — Ethical AI Usage

Ethical entrepreneurs can use AI — but with **intention and integrity**.

Best practices include:

- Always disclosing AI-generated content where relevant
- Using AI to support, not replace, human connection
- Being transparent with clients, students, or users about how it's used
- Choosing tools that align with open-source, privacy-respecting values (e.g., ethical alternatives to major AI labs)

Ask: *"Would I be proud to explain exactly how I used this?"*



ETHICAL BY DESIGN

Section 4: How You Can Lead Differently

As a values-led entrepreneur, you can model a better way.

Try this:

- Create an **AI Use Pledge** for your business
- Share openly where you've chosen not to use AI — and why
- Educate your audience instead of hiding behind tech
- Advocate for consent, diversity, and transparency in tech spaces

This is an era of rapid change. The ethical voices are needed more than ever.

Final Thoughts:

AI is a tool, not a substitute for trust.

And in a world that's learning the hard way what happens when we cut corners, you're showing that better is possible.

Thank you for being part of that shift.