

Artificial Intelligence at AT&T: Our Guiding Principles



It started with a mouse in 1950 – a mechanical mouse that learned how to navigate a maze from experience. It was developed at AT&T’s Bell Labs, and it’s often considered the world’s first example of machine learning.

A blue graphic titled "AT&T AI Guiding Principles" with the subtitle "WE BELIEVE ARTIFICIAL INTELLIGENCE SHOULD BE:". Below the subtitle are three dark blue boxes, each containing an icon and text: 1. "By People, For People" with a brain icon containing a gear. 2. "Accessible and Shared" with an icon of two squares connected by arrows. 3. "Secure and Ethical" with a globe icon and a shield. The AT&T logo is in the bottom right corner.

AT&T AI Guiding Principles
WE BELIEVE ARTIFICIAL INTELLIGENCE SHOULD BE:

- By People, For People
- Accessible and Shared
- Secure and Ethical

AT&T

This mouse has grown into the field of Artificial Intelligence – a game-changing technology we use across our business. AI helps build and optimize the 5G network. It helps to fight fraud and enhance cybersecurity. AT&T even uses AI to guide our truck dispatch, helping technicians reach customers on time.

Artificial Intelligence is defined as a non-human system that mimics human intelligence. But another term is equally important: Ethics. It’s a system of moral standards and human values. It still belongs to people, and people still have responsibility for the outcomes generated by AI.

AT&T Guiding Principles for Working with Artificial Intelligence:

1. By People, For People

AT&T incorporates human oversight into AI. With people at the core, AI can enhance the workforce, expand capability, and benefit society as a whole.

2. Accessible and Shared

AT&T supports open-source communities whenever appropriate to further access, collaboration, standardization, and participation in industry discussion.

3. Secure and Ethical

AT&T is grounded in ethics, safety, and values at every stage of AI, including our privacy principles and security safeguards.

- **Design:** We use varied, validated datasets and diverse human input to achieve objectives.
- **Development:** We use a transparent approach to algorithms that includes safeguards.
- **Deployment:** We monitor outcomes to ensure accuracy and help minimize biases.

These may seem simple and common sense. But as AI leaders, we believe their importance can’t be overstated. These principles will guide our decisions from design to deployment.