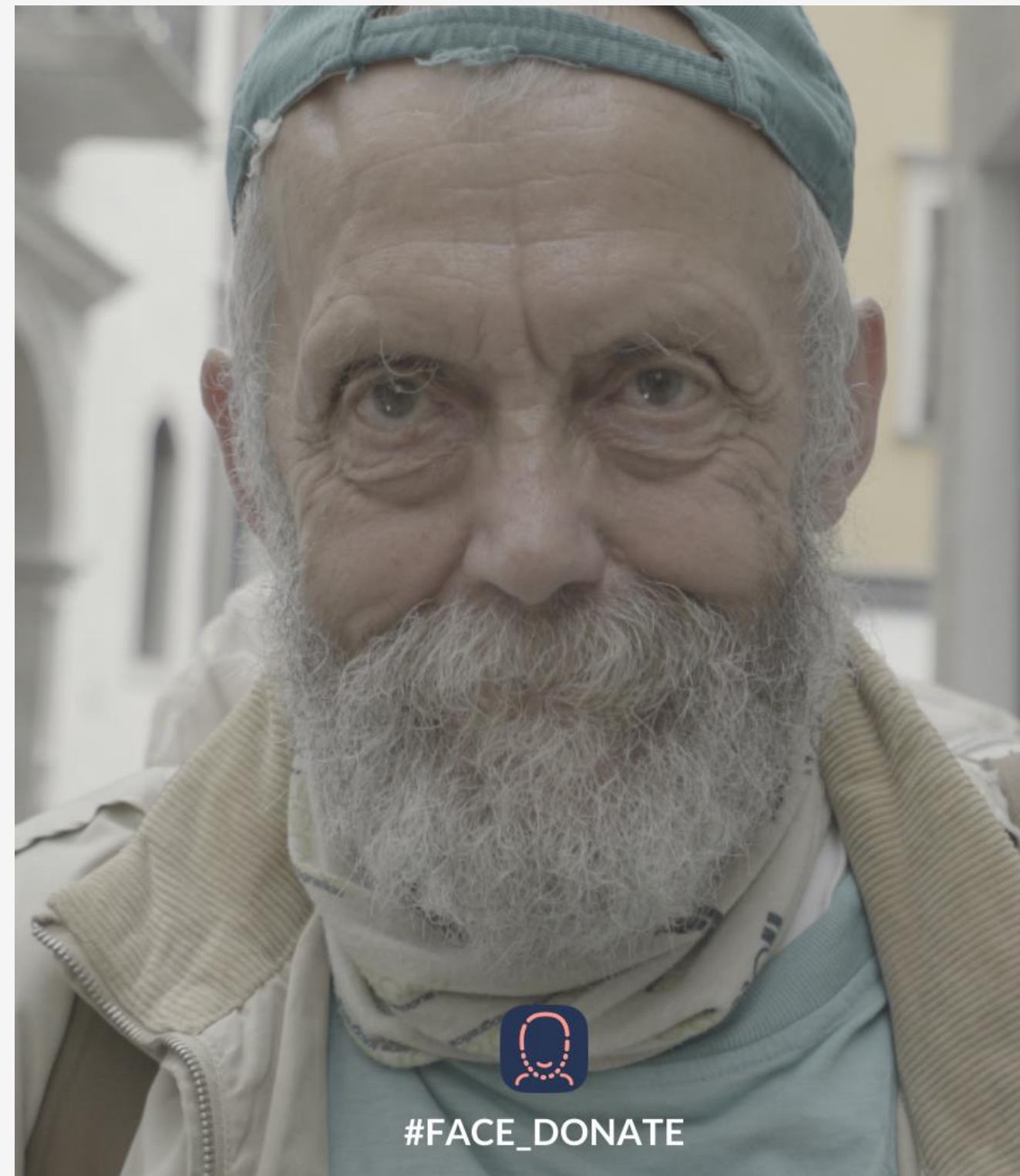


AI. A Christmas fairytale

Ethics in AI

A revolution in giving

Transparency = Trust



**“KEEP YOUR COINS,
I WANT CHANGE”**

cit. Banksy

Face Donate



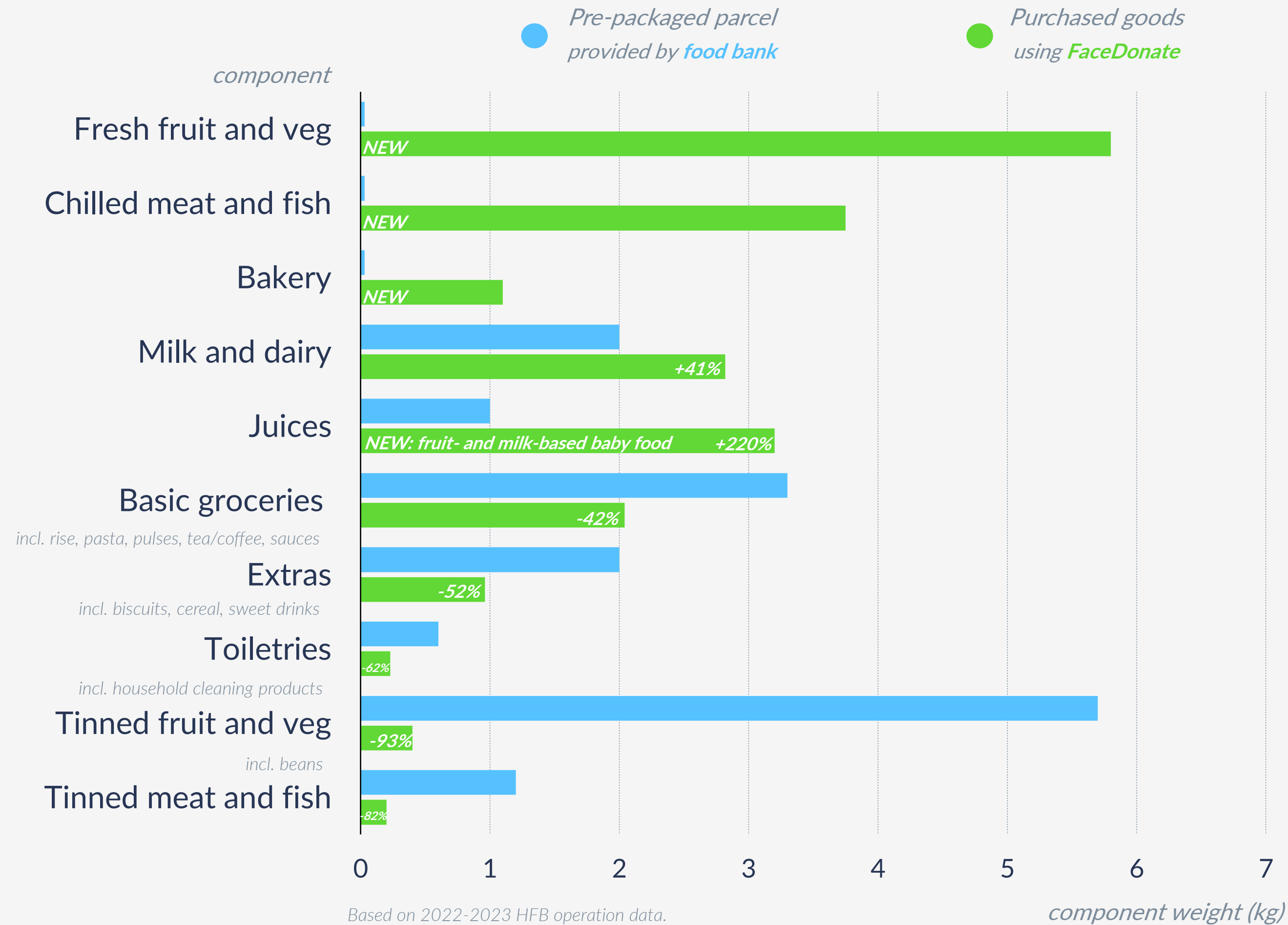
Restore dignity and agency

Made simple and secure through leveraging AI and machine learning



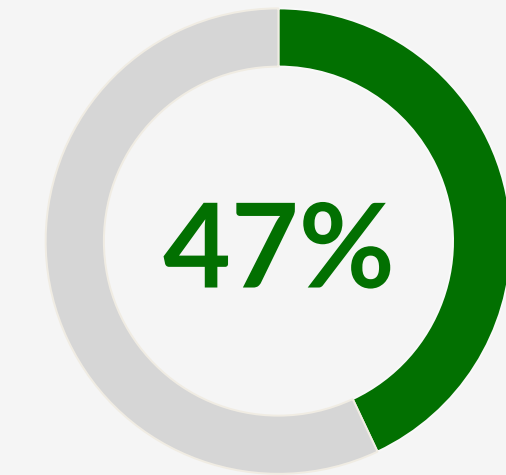
Invaluable data

Anonymised data for reinforcing trust



Healthier choices

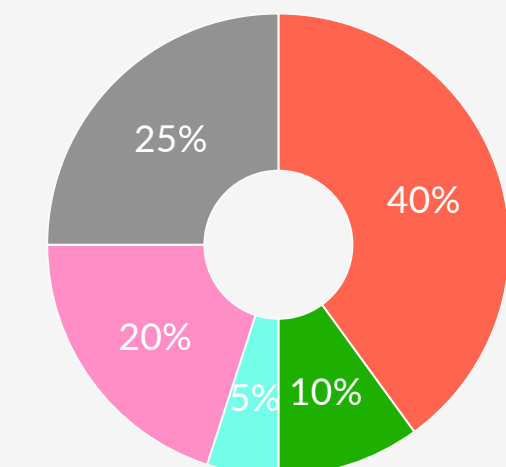
available using Face Donate



■ Fresh or chilled ■ Other

Meeting all dietary requirements

of Face Donate users



■ Halal
■ No kitchen facility
■ Kosher
■ 'Free-from' foods
■ No preference

Significant cost savings

Do more with less. Divert resources to other essential services, such as mental health care



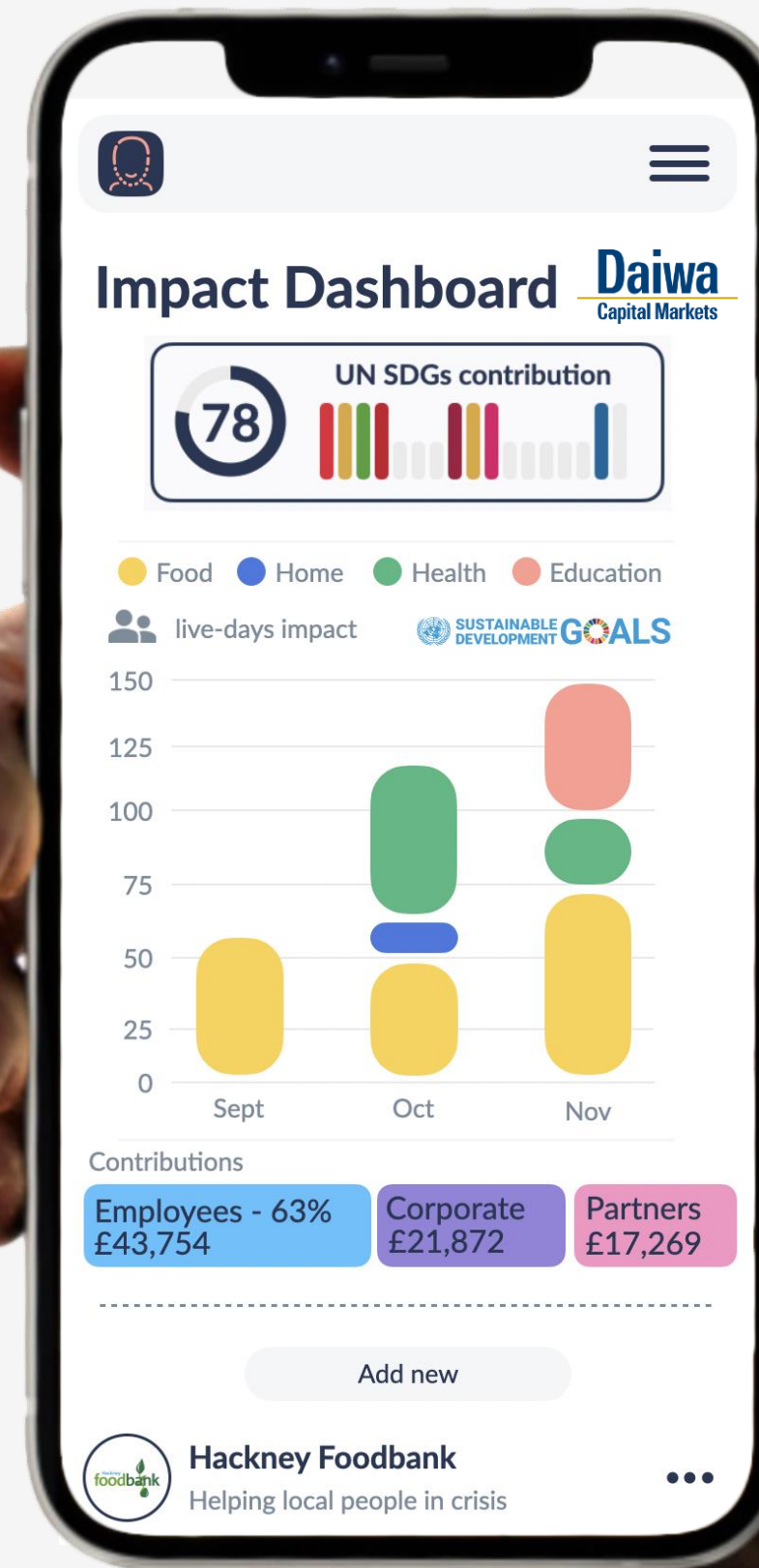
Based on 2022-2023 HFB operation data. At least £7.50 is saved every time food bank delivers help to people via the FaceDonate platform rather than with a traditional food parcel. Making 70% of parcel allocations via the FaceDonate platform would generate at least £100,000 net savings, the equivalent of distributing over ~2,250 extra traditional parcels.

Real-time feedback for corporate ESG

Dashboards for managing match funding, GiftAid and impact reporting



Hackney Foodbank's digital vouchers for buying food locally
LOWER operational costs • increased efficiency • greater choice & dignity



Engage Employees

via donating to Hackney Foodbank or charities of your choice

Track CSR Campaigns

via the real-time ESG Dashboard for sustainability and social impact

Share Your Impact

via live feed with clients, prospects and employees

- ✓ UN Sustainability-aligned reports
- ✓ Personalised feedback
- ✓ Match funding
- ✓ GiftAid



Perception is (virtual) reality

Confusion with facial recognition

The Guardian
Newspaper of the year

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Food banks

Campaigners urge London food banks to end use of face scans

Exclusive: Charity that runs five distribution hubs has been told it is wrong to 'trade sensitive biometric data for food'

Robert Booth *Social affairs correspondent*
Tue 13 Jun 2023 13.00 BST

[f](#) [t](#) [e](#)



Food being sorted at a food bank. Hackney Foodbank has been asked not to use the Face Donate app-based system. Photograph: Jonathan Brady/PA

Privacy advocates are urging food banks to stop using facial recognition software, claiming it poses a serious risk to users' "privacy, dignity and security".

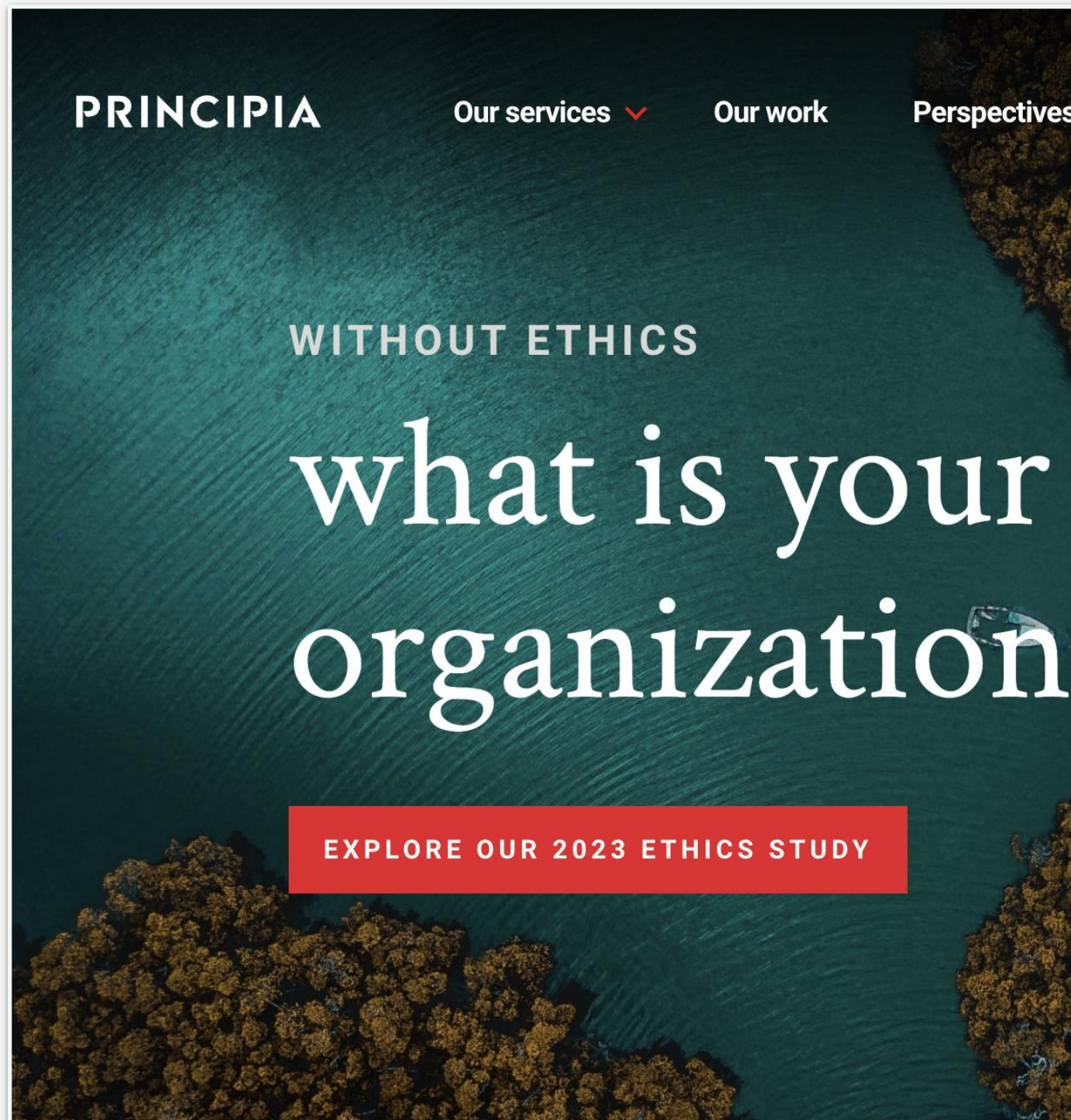
“Silkie Carlo, the director of the Big Brother Watch campaign group, is urging the charity to halt the system, arguing it is wrong to ask people to “trade sensitive biometric data for food”.

”

Ethics in modern technology

Integral to design process

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what is your organization

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Ethics is the essence of good business

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CBI hires ethics consultancy to overhaul culture

5 May 2023



Rain Newton-Smith took over as the CBI's new director-general last month

By Lucy Hooker
Business reporter, BBC News

The CBI has hired a team of ethics advisors to help overhaul its operations, following allegations of serious sexual misconduct by staff.

The business lobby group's new head Rain Newton-Smith told members on Friday it had taken on the consultancy firm Principia Advisory.

FINANCIAL TIMES

April 26, 2023

“ Other useful mechanisms include scanning the free-text elements of employee engagement surveys and Glassdoor, the jobs review site. Research by Harvard Business School used an algorithm to scan Glassdoor reviews looking for words including “discrimination”, “trouble”, “favouritism” and “unethical”. It identified an increase in use of the terms to describe bank Wells Fargo between 2009 and 2013, a period that corresponded with fraudulent financial activity by employees. Researchers found the algorithm could identify misconduct before whistleblower claims emerged.

”

Conclusion

Takeaway message

1. Incorporate ethics in design principles from the outset.
2. Document considerations and publish them.
3. Perception is reality.
4. Seek expert advice around ethics. It's cheaper than lawyers and restarts.
5. *“Got on a lucky one. Came in eighteen to one. So happy Christmas. I can see a better time when all our dreams come true” – S. MacGowan*

C-Suite
Fundamental



Tom Morgan

Managing Director

[LinkedIn: linkedin.com/in/tommorgandigital](https://www.linkedin.com/in/tommorgandigital)