



TERMS

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Terms of piloting the Policy Guidance on AI for Children

In the [UNICEF Policy Guidance on AI for Children](#) we invited all governments and companies to pilot the guidance in a safe and responsible way, to openly share their findings about how it was used, what worked and what did not. Piloting organizations are expected to adhere to the following terms:

- In the interest of learning and openly sharing knowledge, piloting organizations commit to being transparent when reporting on implementing the guidance. All lessons are valuable, not only successes.
- Organizations will follow the highest ethical standards when any of their piloting work or research involves or impacts on children, and will seek to uphold children's rights.
- While we appreciate the policy guidance being implemented in the field, UNICEF in no way endorses any of the piloting organizations, their products or services. Piloting organizations may not declare that their AI policies or systems are UNICEF supported or UNICEF verified.
- Piloting organizations may not use the UNICEF logo or that of our partner on the AI for Children project, the Ministry of Foreign Affairs, Finland. Organizations are welcome to link to the [UNICEF project page](#) to give context to their piloting efforts (please see these [guidelines](#) for linking to UNICEF).

UNICEF is working with a group of governments and businesses that are piloting the guidance and will produce [case studies](#) in 2021. In addition to the above, the following terms apply to the case study piloting organizations:

- To develop the case studies, we will rely on materials from the organizations, including interviews, internal documents, and public information. The final contents of the case study are up to UNICEF's discretion.
- UNICEF has the right to change the composition of the case study group at any time.