Data and AI Ethics

KPMG Learning Services

Introducing new technology into an organisation always carries risk.

If employees don't use it, the investment won't deliver its full value. Using it incorrectly or irresponsibly can lead to challenges that impact outcomes.

Artificial intelligence (AI) is a prime example. Our recent Attitudes to AI report revealed that only **42% of the UK public trust AI.** This distrust often comes from a lack of understanding about how AI works and fear of misuse leading to harmful outcomes. These concerns are not unfounded: **58% of workers rely on AI outputs without checking their accuracy, and 39% have uploaded company information into public AI tools.**

As AI adoption grows, employees may hesitate to use it for fear of making mistakes. Employers worry about misuse that could damage customer trust or stakeholder confidence, limiting the benefits of the technology.

The solution

Organisations need to create an environment where data and AI are used **safely, ethically and effectively**. This means giving employees a strong understanding of the ethical principles behind responsible AI use and providing a structured approach to navigate the challenges AI presents. In today's world, this is not optional. It is essential for any modern workforce.

Our Data and AI Ethics programme helps participants to champion the responsible use of AI in the workplace by identifying and mitigating the ethical risks most commonly associated with data and AI projects. It shows how to establish a robust ethical framework for reducing possibly harmful impacts, helping organisations to embrace the full potential of AI in an innovative but safe way.

The programme brings ethical AI discussions to life by encouraging participants to collectively work through the ethical problems that can confront real-world AI applications. It also introduces learners to KPMG's Trusted AI framework; a set of ten ethical principles designed to consistently guide safer, more responsible innovation.

Our learning content can be partially contextualised and tailored to participants circumstances, whether that be through using relevant, real-life case studies; referring to internal processes or systems; or deploying their branding, phraseology and tone of voice. Sessions are led by experts from KPMG's data and AI ethics team, with facilitators deliberately selected because of their experience in the client's sector.

What does this course involve?

This course comprises six 90-minute virtual workshops that show participants how to use data and AI in a safe and ethical way. The workshops are supplemented by up to six hours of self-directed content, including a series of videos that take an in-depth look at some of data and AI's major risk considerations. The workshops are also accompanied by best practice guides that participants can use for reference as they work their way through the programme.

The programme has been designed to be highly practical. Throughout the course, participants examine an AI or data-focused project to understand how to identify ethical risks, design appropriate mitigations, and evaluate and monitor the effectiveness of these. Ideally, this is a real-life scenario that participants are already actively engaged with but other, more generic scenarios can be provided instead.

Having completed the programme, participants will be able to make informed, innovative and impactful decisions about data and AI and will know how to integrate ethical practices into their daily work.

How is this course structured?

01 Are we using data and AI in an ethical way?

02 Data and AI ethics

03 Understanding data and AI ethics

04 Practical steps for managing data and AI

05 Compliant solutions

06 Preparing for what is coming next

01 Are we using data and AI in an ethical way?

In the first of the programme's workshops, participants learn about the principles that govern the ethical use of data and AI. This helps them to identify situations that should prompt a broader discussion around ethics or that require an ethical concern to be escalated. It's also their first step towards being able to recognise when those governing principles aren't being followed or when ethical risk is present in a data or AI-related situation.

02 Data and AI ethics

In the second workshop, participants move from theory to practice, exploring how to apply ethical principles to real data and AI projects. The session focuses on recognising and reducing potential harm, whether that's physical, psychological, or an impact on rights and interests. This is the first workshop where participants apply what they've learned to their pre-selected live project, using stakeholder analysis to identify who may be affected and what harmful impacts could arise. As part of this process, participants are introduced to the KPMG Trusted AI framework, which sets out ten ethical principles for responsible data and AI use.

03 Understanding data and AI ethics

In the third workshop, participants learn about the risks typically associated with using data and AI, such as privacy breaches, biased decision making, lack of explainability or security failures, and how they can result in adverse outcomes including personal harm, legal repercussions or a loss of public trust. In this workshop's live exercise, participants systematically identify potential risks within their own project, paving the way for a discussion on how best to manage them in the next workshop.

04 Practical steps for managing data and AI

In the fourth workshop, participants explore practical measures for managing data and AI risks. Building on the risk framework developed in the previous workshops, they add a set of actions and controls, guided by KPMG's Trusted AI Framework, to address each risk. Through case studies and a live group exercise, participants tackle the challenge of finding the right balance in risk management, recognising that mitigating one risk can sometimes increase another.

05 Compliant solutions

In the fifth workshop, the focus switches to governance and compliance for AI projects. Participants explore how effective governance frameworks, including policies, controls and processes, help safeguard a project's ethical principles and support responsible decision-making. The session introduces the main compliance requirements, laws and regulations that underpin the ethical use of data and AI, and highlights the use of metrics to evidence compliance and effectiveness. Through practical activities and group discussion, participants examine the importance of reporting, communication and accountability, including the three lines of defence, to ensure ethical standards are consistently upheld.

06 Preparing for what is coming next

The programme's final workshop considers how data and AI ethics are likely to evolve in the near future as technology and regulation continue to develop. Participants examine emerging trends and challenges, and reflect on what these changes could mean for their own projects. The session guides participants to create a personal action plan and SMART goals, helping them ensure their ethical guidelines remain fit for purpose and sustainable as the landscape shifts.

Continue building the AI learning journey

Don't stop here - KPMG have developed a full suite of practical AI learning products. Whether you're just starting out or ready to deepen your organisation's capabilities, our expertly designed programmes empower your teams to innovate responsibly and confidently.

Our products can also be customised to take into account your specific operational context. This makes sure they reflect considerations such as your ways of working, business values, team structures or typical terminology.

AI for Leaders

Discover the tools and strategies to drive real AI adoption in your teams and meet organisational aims.

This workshop helps leaders effectively implement GenAI through practical exercises, engaging discussions and relevant case studies. Participants will explore GenAI's potential while addressing its challenges, developing action plans for integrating AI into their own teams to help drive AI innovation.

- 7 hours
- Leadership
- Half-day workshop with a pre-workshop activity and follow-up reflections

AI – Trusted Fundamentals

Build trust and confidence in AI across your organisation.

This five-module digital course introduces foundational AI concepts, GenAI capabilities, and KPMG's Trusted AI framework. Participants learn to communicate effectively with AI and explore real-world applications through interactive exercises.

- 5 x 10-minute modules
- For all employees
- Includes real-world examples and prompt-crafting practice

AI for Executives

Unlock the power of AI leadership

KPMG's AI for Executives course arms you with the knowledge, strategies and insights to confidently lead your organisation's AI transformation. Through expert-led, interactive workshops and market examples, leadership will gain the vital skills needed to develop a comprehensive AI strategy and guide their teams to success.

- 7-13 hours total learning time
- C-Suite, Executives and Senior Leaders
- Three virtual workshops with interactive workbooks and AI insights podcast

Realising the Full Potential of Copilot

Equip your teams to master Microsoft Copilot.

Many organisations adopt Copilot but fail to maximise its capabilities–using it merely as a search engine. This three-webinar programme helps users go beyond the basics, embedding advanced prompting techniques, workflow integration, and ethical AI practices.

- 3 x 60-minute webinars
- For all employees
- Learn to craft powerful, context-aware prompts and seamlessly integrate co-pilot into day-to-day activities

Ready to take the next step? ▶

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To learn more or enrol your team today.