



## ETHICAL AI: BUILDING A FAIR, TRANSPARENT, AND INCLUSIVE DIGITAL FUTURE FOR MALAYSIA

Explore how ethical AI frameworks empower communities, ensure fairness, and protect privacy — driving sustainable digital progress for all.



## FOUNDATIONS OF ETHICAL AI – THREE KEY SOURCES

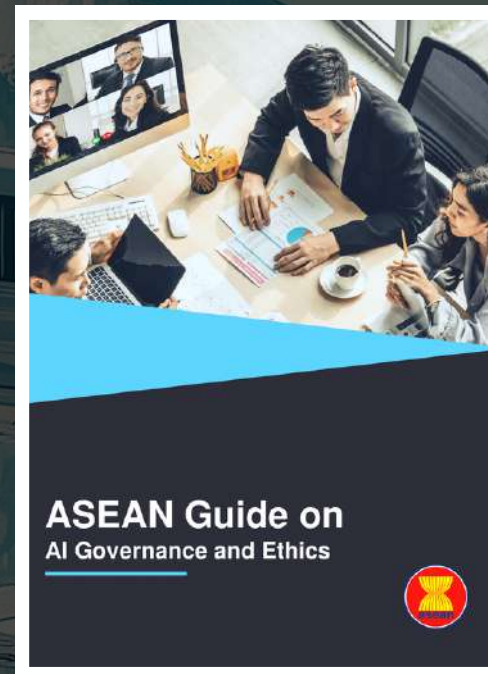
### WHAT FRAMEWORKS CAN GUIDE ETHICAL AI DISCUSSIONS IN MALAYSIA?



**2022**

#### UNESCO RECOMMENDATION ON THE ETHICS OF ARTIFICIAL INTELLIGENCE

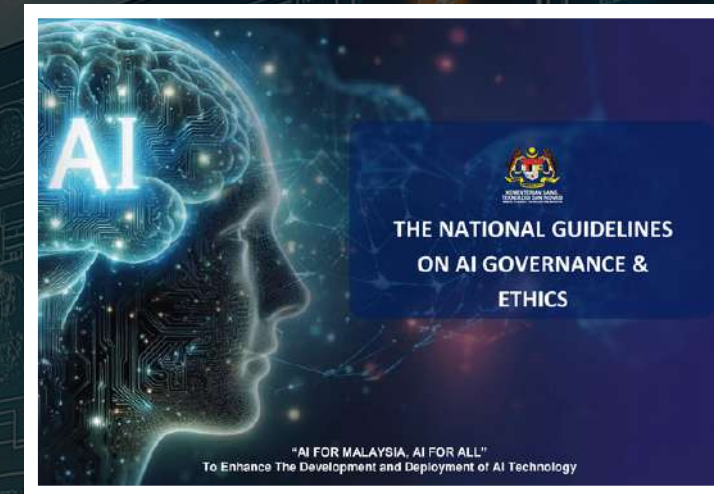
A global framework that promotes fairness, transparency, and accountability while providing guidelines to protect human dignity and fundamental rights.



**2024**

#### ASEAN GUIDE ON AI GOVERNANCE AND ETHICS

A region-specific guide that aligns AI practices with Southeast Asian values and offers practical steps for ethical AI governance and deployment.



**2024**

#### MALAYSIA'S NATIONAL GUIDELINES ON AI GOVERNANCE AND ETHICS (MOSTI)

A local framework that adapts international principles to Malaysia's context, offering voluntary guidance on ethical AI practices.

**MALAYSIA'S ETHICAL AI LANDSCAPE CAN BE GUIDED BY RECOGNISED FRAMEWORKS  
AT THE GLOBAL, REGIONAL, AND NATIONAL LEVELS.**



# MALAYSIA'S ETHICAL AI PILLARS

## WHAT CORE PRINCIPLES THAT CAN GUIDE MALAYSIA'S AI JOURNEY?



### PRIVACY AND SECURITY

Safeguarding personal data is essential, with strict adherence to privacy laws and robust security measures.



## ETHICAL AI PILLARS



### HUMAN-CENTRICITY

AI should enhance human dignity and well-being while ensuring individuals retain control over critical decisions.



### ACCOUNTABILITY, RELIABILITY, SAFETY, AND CONTROL

AI systems must operate reliably and safely, with clear lines of responsibility and oversight to minimise harm.



### TRANSPARENCY AND EXPLAINABILITY

AI decisions should be understandable, allowing people to challenge outcomes and fostering trust.



### FAIRNESS AND NON-DISCRIMINATION

AI systems must be free from bias, ensuring equitable outcomes and preventing the reinforcement of societal inequalities.



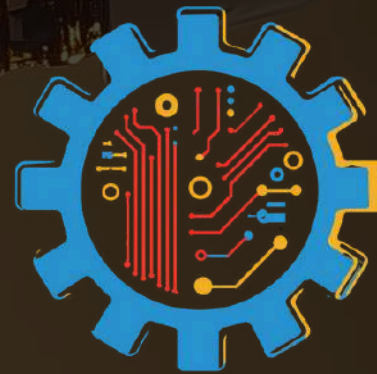
# WHY ETHICAL AI MATTERS FOR MALAYSIA

## HOW CAN ETHICAL AI BENEFIT MALAYSIA'S FUTURE?



### EMPOWERING FUTURE GENERATIONS

Promoting AI literacy equips future leaders with the knowledge to engage responsibly with AI and drive ethical innovation.



### WHY ETHICS MATTER?



### PROTECTING PRIVACY AND SECURITY

Strong data governance safeguards personal information and ensures AI systems remain secure from misuse or breaches.



### ENSURING SOCIAL JUSTICE AND FAIRNESS

Ethical AI frameworks prevent algorithmic biases that could disadvantage marginalised communities and reinforce inequalities.



### DRIVING INCLUSIVE ECONOMIC GROWTH

AI can empower SMEs, bridge digital divides, and create equitable opportunities across urban and rural communities.



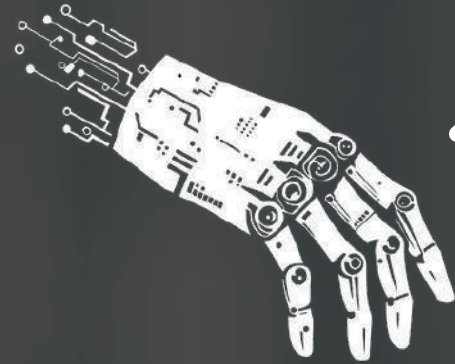
### FOSTERING TRUST IN TECHNOLOGY

Transparency and explainability build public confidence, encouraging widespread adoption and responsible innovation.



# THE RISKS OF IGNORING ETHICAL AI

## WHAT HAPPENS IF MALAYSIA OVERLOOKS ETHICAL AI?



### AI REPLACES RATHER THAN ENHANCES HUMAN ROLES

Unchecked automation may displace jobs and harm communities.



### MARGINALISED GROUPS GET LEFT BEHIND

Bias in AI could exclude vulnerable communities from digital progress.

## DON'T OVERLOOK ETHICS!



### ACCOUNTABILITY BECOMES BLURRED

Without clear responsibility, harmful AI outcomes may go unaddressed.



### INVASION OF PRIVACY AND DATA MISUSE

Weak data governance increases the risk of breaches and exploitation.



### PUBLIC TRUST IN AI ERODES

Opaque "black box" systems may lead to public scepticism and resistance.



## SHARED RESPONSIBILITY – ETHICAL AI NEEDS ALL STAKEHOLDERS

WHO PLAYS A ROLE IN ENSURING ETHICAL AI ADOPTION?



### INDIVIDUALS

Engage in AI literacy and promote responsible use of AI technologies.



## COLLABORATION IS CRITICAL



### GOVERNMENT

Develop policies and enforce regulations to ensure AI aligns with ethical principles.



### CIVIL SOCIETY

Advocate for ethical AI and hold stakeholders accountable.



### ACADEMIA

Advance research on AI ethics and educate future generations.



### INDUSTRY

Build AI systems that uphold fairness, transparency, and accountability.



## CONCLUSION

To fully realise the benefits of AI in Malaysia, ethical principles must guide its development and implementation. This requires ensuring that AI systems are designed to enhance human well-being, protect individual rights, and promote fairness. Without these safeguards, AI may reinforce existing inequalities, compromise privacy, and erode trust in technology.

The responsibility for ethical AI cannot rest solely on the government. Policymakers must establish clear regulations and guidelines, but their efforts will be ineffective without the active participation of industry, academia, civil society, and individual users. Industry players need to prioritise transparency in AI systems, while researchers and educators should equip future generations with the knowledge to engage with AI responsibly. Civil society must remain vigilant, advocating for the protection of vulnerable communities and ensuring that AI serves the public good.

Individual users also play a role by understanding the impact of AI on their daily lives and demanding accountability from those developing and deploying these systems. When all stakeholders work together, Malaysia can not only prevent the risks associated with unethical AI but also build a future where technology strengthens society rather than undermines it.

## REFERENCES

- [UNESCO Recommendation on the Ethics of Artificial Intelligence](#)
- [ASEAN Guide on AI Governance and Ethics](#)
- [The National Guidelines on AI Governance and Ethics \(MOSTI\)](#)

## SUPPIAH & PARTNERS



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