



INEFAM[®] Artificial Intelligence Developments: Our AI Code of Ethics.

Instituto Farmacéutico LATAM.
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Executive Summary.

In today's rapidly evolving technological landscape, artificial intelligence (AI) has become a prominent force driving innovation and transformation across industries. As an organization at the forefront of leveraging AI in the healthcare sector, INEFAM recognizes the critical importance of establishing and adhering to an AI code of ethics. This code serves as a guiding framework that ensures the responsible development, deployment, and use of AI technologies, while upholding the highest ethical standards.

The primary objective of an AI code of ethics is to ensure that AI is developed and utilized in a manner that aligns with moral values, respects individual rights, and minimizes potential harm. By adhering to this code, INEFAM demonstrates its commitment to the well-being of individuals, society, and the environment, while fostering trust, transparency, and accountability.

The AI code of ethics for INEFAM is based on several key principles:

- **Human-Centric Approach:** INEFAM recognizes the centrality of humans in AI development and deployment. The code emphasizes the need to prioritize human well-being, foster inclusivity, and mitigate biases and discrimination. By placing humans at the center of AI design and decision-making, INEFAM ensures that AI technologies enhance human capabilities and serve the best interests of individuals and society as a whole.
- **Addressing Ethical Challenges:** AI presents unique ethical challenges, such as privacy concerns, algorithmic bias, transparency, and accountability. The code of ethics provides a framework for identifying and addressing these challenges. It encourages INEFAM to proactively consider ethical implications throughout the AI lifecycle, from data collection to algorithm design, deployment, and ongoing monitoring. By doing so, INEFAM can minimize potential negative impacts and ensure that AI technologies are deployed responsibly.
- **Promoting Trust and Transparency:** Trust is crucial for the widespread adoption and acceptance of AI technologies. The code of ethics promotes transparency and accountability in AI systems. It encourages INEFAM to be transparent about how AI technologies work, how they make decisions, and the data they use. This transparency fosters trust among users, regulators, and the public, enabling them to understand and evaluate the ethical implications of AI applications.
- **Safeguarding Against Unintended Consequences:** AI systems have the potential to impact society in significant ways, and their deployment should be accompanied by careful consideration of potential risks and unintended consequences. The code of ethics encourages INEFAM to conduct rigorous risk assessments and adopt safeguards to mitigate potential harms. It promotes ongoing monitoring, evaluation, and learning from AI deployments to ensure that any negative impacts are identified and addressed promptly.
- **Promoting Accountability and Responsibility:** An AI code of ethics establishes clear guidelines and principles for responsible AI development and use. It encourages organizations like INEFAM to take responsibility for the ethical implications of their AI technologies and holds them accountable for adhering to ethical standards. It also encourages collaboration among stakeholders, including researchers, developers, policymakers, and civil society, to collectively address the ethical challenges associated with AI.

By adhering to the AI code of ethics, INEFAM demonstrates its commitment to ethical AI practices and responsible AI development. The code guides the organization in making informed decisions, fostering a culture of ethics and integrity, and ensuring that AI technologies are developed and utilized in a manner that benefits society while minimizing potential harm.

The establishment of an AI code of ethics is crucial for organizations like INEFAM that harness the power of AI. It provides a framework for responsible AI development and deployment, enabling organizations to navigate ethical challenges, promote trust, transparency, and accountability, and foster innovation that benefits individuals, society, and the environment. By adhering to this code, INEFAM strives to harness the full potential of AI while upholding the highest ethical standards, ensuring a better future for all.

Section 1: Scope.

Scope:



The codes and policies established in this document are applicable to the following companies established in Mexico: INSTITUTO FARMACÉUTICO, S DE RL DE CV, INSTITUTO DE INVESTIGACIÓN E INNOVACIÓN FARMACÉUTICA, AC, as well as to our business entity in Sao Paulo, Brazil: INEFAM DO BRASIL SERVICOS DE MERCADO LTDA.

Trade Names:

Collectively or separately, we are referred to as INEFAM® or INEFAM-LATAM®.

Business Purpose:

At INEFAM, we specialize in providing market research services, specialized training, and business consultancy in the healthcare sector.

Section 2: The Importance of an AI Code of Ethics: Ensuring Ethical AI Development and Deployment.

At INEFAM, we recognize the immense potential of artificial intelligence (AI) and its impact on society. As a responsible and ethical AI-driven organization, we are committed to upholding the highest standards of integrity, fairness, transparency, and accountability in our AI development and deployment. This Code of Ethics outlines the guiding principles and guidelines that govern our AI-related activities to ensure that AI is developed and utilized for the benefit of humanity.

As artificial intelligence (AI) continues to advance and become increasingly integrated into various aspects of society, it is essential to recognize the importance of ethical considerations in AI development and deployment. An AI code of ethics serves as a guiding framework to ensure that AI technologies are developed, deployed, and used in a manner that aligns with moral values, protects individual rights, and minimizes potential harm. This article highlights the significance of having an AI code of ethics and its role in shaping responsible AI practices.

Section 3: Ensuring Human-Centric AI:

An AI code of ethics emphasizes the need for AI systems to prioritize human well-being and respect fundamental human rights. It promotes the development of AI technologies that enhance human capabilities, foster inclusivity, and mitigate biases and discrimination. By placing humans at the center of AI design and decision-making, we can ensure that AI serves the best interests of individuals and society as a whole.

Section 4: Addressing Ethical Challenges:

AI presents unique ethical challenges, such as privacy concerns, algorithmic bias, transparency, and accountability. An AI code of ethics provides a framework for identifying and addressing these challenges. It encourages developers and organizations to proactively consider ethical implications throughout the AI lifecycle, from data collection to algorithm design, deployment, and ongoing monitoring. By doing so, we can minimize the potential negative impacts and ensure AI technologies are deployed responsibly.

Section 5: Promoting Trust and Transparency:

Trust is crucial for the widespread adoption and acceptance of AI technologies. An AI code of ethics promotes transparency and accountability in AI systems. It encourages organizations to be transparent about how AI technologies work, how they make decisions, and the data they use. This transparency fosters trust among users, regulators, and the public, enabling them to understand and evaluate the ethical implications of AI applications.

Section 6: Safeguarding Against Unintended Consequences:

AI systems have the potential to impact society in significant ways, and their deployment should be accompanied by careful consideration of potential risks and unintended consequences. An AI code of ethics encourages organizations to conduct rigorous risk assessments and adopt safeguards to mitigate potential harms. It promotes ongoing monitoring, evaluation, and learning from AI deployments to ensure that any negative impacts are identified and addressed promptly.

Section 7: Promoting Accountability and Responsibility:

An AI code of ethics establishes clear guidelines and principles for responsible AI development and use. It encourages organizations to take responsibility for the ethical implications of their AI technologies and holds them accountable for adhering to ethical standards. It also encourages collaboration among stakeholders, including researchers, developers, policymakers, and civil society, to collectively address the ethical challenges associated with AI.

In the rapidly evolving landscape of AI, the development and implementation of an AI code of ethics are paramount. Such a code provides a framework for responsible AI development and deployment, ensuring that AI technologies are aligned with ethical principles and values. By prioritizing human well-being, addressing ethical challenges, promoting transparency and trust, and safeguarding against unintended consequences, an AI code of ethics lays the foundation for the ethical and responsible use of AI, fostering innovation that benefits society while minimizing potential harm.

Section 8: Human-Centric Approach.

Our AI development and deployment are centered around promoting human well-being and respect for human rights. We prioritize the interests, safety, and dignity of individuals and communities, and strive to minimize any potential negative impacts of AI on society.

Section 9: Fairness and Non-Discrimination.

We are committed to ensuring fairness and preventing bias in our AI systems. We avoid discrimination based on factors such as race, gender, age, religion, or socio-economic status. We strive to develop and deploy AI that is free from unfair biases and promotes equal opportunities for all.

Section 10: Transparency and Explainability.

We believe in transparency and open communication regarding our AI systems. We provide clear and understandable explanations of how our AI operates, its limitations, and its potential implications. We aim to foster trust and understanding among users and stakeholders.

Section 11: Data Privacy and Security.

We prioritize the protection of personal data and privacy rights. We adhere to relevant data protection regulations and implement robust security measures to safeguard sensitive information. We only collect, use, and store data for legitimate and specified purposes, with user consent and transparency.

Section 12: Accountability and Responsibility.

We take responsibility for the impact of our AI systems. We establish clear lines of accountability for AI development, deployment, and outcomes. We regularly assess and mitigate risks associated with AI, and we are committed to addressing any potential unintended consequences promptly and effectively.

Section 13: Social and Environmental Considerations.

We consider the broader social and environmental implications of our AI systems. We strive to minimize any negative impact on society, the environment, and the economy. We actively engage with relevant stakeholders and collaborate to address societal challenges and ensure responsible AI use.

Section 14: Continuous Learning and Improvement.

We are committed to ongoing learning, research, and development to advance the responsible and ethical use of AI. We invest in employee training and education to ensure a deep understanding of AI ethics and best practices. We actively participate in AI ethics discussions and contribute to the development of industry standards.

Section 15: Conclusion.



This Artificial Intelligence Code of Ethics serves as a guiding document for our organization to ensure that our AI initiatives align with our core values and commitments. We recognize the dynamic nature of AI and the need to adapt our practices as technology evolves. By adhering to this Code of Ethics, we strive to harness the potential of AI for the betterment of society, while upholding the highest ethical standards.