

Nemko Digital AI Trust Mark Webinar Key Takeaways

Executive Summary

Nemko Digital, part of the Nemko Group, presented their AI Trust Mark - a certification framework designed to assess and validate the trustworthiness of AI systems and AI-embedded products. The webinar, hosted by Mónica Fernández Peñalver (Head of AI Assurance) and Stuart Beck (Director of Nemko Group Certification), outlined how the Trust Mark helps organizations demonstrate compliance with global AI frameworks while building consumer and business trust.

Key Takeaways

About Nemko Digital

- Part of Nemko Group, a global organization with 90+ years of experience in building trust in the electronics industry
- Expanded from hardware roots to include software and data assurance
- Offices worldwide (Oslo headquarters, with presence in Europe, North America, and Asia)
- Focuses on AI governance, compliance, and quality management systems

The AI Trust Mark

- **Purpose:** Provides third-party validation of AI trustworthiness based on global frameworks
- **Foundations:** Based on EU AI Act, ISO 42001, and NIST AI Risk Management Framework
- **Risk-Based Approach:** Categorizes AI systems into three risk levels (R1-low, R2-limited, R3-high)
- **Assessment Focus:** Evaluates development and deployment processes, not the algorithms themselves
- **Validity Period:** Initial certification with spot assessment after one year and reassessment after two years

Key Assessment Criteria

1. Risk management systems
2. Data and data governance
3. Technical documentation
4. Transparency
5. Human oversight measures
6. Accuracy, robustness, and cybersecurity
7. Quality management systems
8. Post-market monitoring

Benefits of Certification

- Competitive advantage through third-party validation
- Alignment with evolving standards and regulations
- Enhanced consumer and business trust
- Improved risk management and quality processes
- Support for global market expansion
- Early adoption advantage in a rapidly evolving field

Certification Process

1. **Pre-assessment:** Risk categorization and role identification
2. **Core Assessment:** Evaluation against criteria appropriate to risk level
3. **Validation:** Review process and issuance of mark with final report
4. **Ongoing Verification:** Spot assessment (year 1) and reassessment (year 2)

Unique Features

- Notation system showing which aspects have been validated
- Scalable program allowing companies to choose assessment elements
- Public database to verify certification status
- Confidentiality protections for intellectual property

Action Items

For Organizations Interested in AI Trust Mark:

1. **Schedule a Consultation:** Book a 15-minute call with a Nemko Digital expert to discuss your specific AI system and requirements - [Book a consultation](#)

- a. **Learn More About the AI Trust Mark:** Review detailed information about the certification process and requirements [AI Trust Mark information](#) or in our article [AI Trust Mark unveiling article](#)
 - b. **Contact for Questions:** Reach out with specific questions about the AI Trust Mark or other services - [Contact Nemko Digital](#)
- 2. **Follow for Updates:** Connect with Nemko Digital on LinkedIn for announcements about upcoming webinars:
 - a. AI Governance Assessment (April 22, 2025)
 - b. ISO 42001 Readiness (May 9, 2025)

Conclusion

The Nemko Digital AI Trust Mark offers organizations a way to demonstrate their commitment to responsible AI development through independent assessment. As AI regulations continue to evolve globally, this certification provides a proactive approach to building trust and ensuring compliance. The risk-based framework makes it accessible to AI systems of all risk levels while maintaining proportionate requirements based on potential impact.