

# Nemko Digital AI Trust Mark Webinar

## Transcript

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Mónica Fernández Peñalver: Welcome everybody. Thank you for for joining us today for AI Trustmark Webinar, where we, as Nemko Digital and Nemko group, will be introducing you to our AI trustmark, which provides a global framework to assess trust in AI and AI embedded in products.

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Mónica Fernández Peñalver: We'll start with a round of introductions. As I am not alone here today. I'm Monica Fernandez. I am the head of AI assurance. And Nemko digital I am based in the Netherlands.

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Mónica Fernández Peñalver: and I have a background in neuroscience and AI. And since my studies, I've always been interested in the societal impact of AI which has led me to actively stay engaged in research, education and AI policy to promote and foster responsible AI.

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Mónica Fernández Peñalver: Before joining Namco digital. My latest project was on AI bias, and more specifically on how to identify and mitigate AI bias, and how to implement AI fairness in the design of of systems of AI systems from an ethical, legal, and social perspective.

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Mónica Fernández Peñalver: And now, last, but not least, I am now part of Namco Digital's team where I've been helping to shape the our AI Trust offerings which are based, or I make sure that they're based on ethical principles. And today's regulatory frameworks are on AI.

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Mónica Fernández Peñalver: Now, I also have Stuart Beck over here. Stuart. I'd love it if you could introduce yourself.

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Stuart Beck: Certainly. Thank you, Monica. Hello, everyone. My name is Stuart Beck. I am currently the Director Memco Group certification. So my background as the the slide gives an indication is the testing inspection certification business being in the industry now for well over 30 years.

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Stuart Beck: 28 of them with Nemko, my background, electrical electronic engineering and having held many roles such as test engineering. And it's a quality manager role.

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Stuart Beck: And now leading the certification bodies globally within Nemko. So my kind of focus is on really developing the operations of our certification business ensure that we keep up to date. But also look at using our systems to maintain our

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Stuart Beck: kind of process. Make sure we remain impartial. Make sure that we deliver what customers need, but also look at the future as well, and develop these services as is needed by the industry. So thank you for inviting me onto this Monica, and look forward to speaking to our attendees.

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Mónica Fernández Peñalver: Great thanks, so, without wasting any time, I quickly wanted to introduce Nemko. Although Stuart has already given some hints about what we do at Nemko Group, but also Nemko digital for those of you who do not know us yet.

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Mónica Fernández Peñalver: Now, Nemko Group is a global organization with over 90 years of experience in building trust in the electronics industry. And while our roots are in hardware now, we've expanded our expertise to include software and data, which is why we have nemko digital today.

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Mónica Fernández Peñalver: And through that we bring the same level of assurance to the digital side. Now we have offices all around the world. Stewart himself is based in Ottawa. I'm here in Amsterdam, and our headquarters of Namco is in Oslo, and we support. We we have other offices as well in in Asia and Europe, and the Us.

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Mónica Fernández Peñalver: And North America, and we support our customers locally, globally to help them meet compliance needs wherever they operate.

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Mónica Fernández Peñalver: No.

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Mónica Fernández Peñalver: AI is rapidly becoming a core component of modern products and services. Which is why Nemko, digital we focus a lot on AI and more specifically on AI governance, compliance and quality management systems.

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Mónica Fernández Peñalver: Now, companies are becoming aware that implementing AI in their processes or developing AI themselves comes with a new set of responsibilities. But we're also noticing that there are other key value drivers that are pushing companies and organizations to take AI governance seriously

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Mónica Fernández Peñalver: so aside, not only compliance with with current and upcoming regulation, but also things like reputation, and thinking about risks staying in control of risks and being able to respond to stakeholder expectations are things that companies are thinking about.

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Mónica Fernández Peñalver: And of course, strong governance can also be a competitive advantage in today's market, which is

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Mónica Fernández Peñalver: why, we've designed our services, and we help companies in based on these value drivers to to improve their internal processes, to improve their AI governance, and to make sure that their AI and AI embedded in products are are safe and trustworthy.

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Mónica Fernández Peñalver: Now. The past few months, the past year we've been talking to a lot of clients and companies. And we've been able to summarize their key interest in this one slide. We can basically say that we can split the interest of companies in in 2 areas. One is AI trust more at A at a product level

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Mónica Fernández Peñalver: and trust or AI trust at the company level, or when we're talking more about AI governance and such at a product level Namco, digital, we we help and guide companies through

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Mónica Fernández Peñalver: to compliance like make sure that they comply with with current regulation, like here in Europe, the EU AI act.

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Mónica Fernández Peñalver: and then we also offering our AI trustmark which we will introduce in this webinar shortly.

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Mónica Fernández Peñalver: and then on the other area, on becoming an AI leading organization, making sure that you have good AI governance processes in place, we offer guidance on AI management systems with a big focus on Iso 42,001. So we help companies strengthen their processes, and become ready even for certification of this standard

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Mónica Fernández Peñalver: that we have had webinars on Iso 42,001, and we will have more webinars. On this. I believe. The next 30 min Webinar, on this topic is on the 9th of May.

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Mónica Fernández Peñalver: And yeah, we will. You will be able to register for that soon.

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Mónica Fernández Peñalver: But then we also have our AI governance, assessment or AI governance maturity model that we've developed to allow companies scan their level or assess the level of maturity on AI governance, across different aspects of AI governance, and from then on we can help them not only design, but also design a roadmap to improve their internal processes, but also implement

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Mónica Fernández Peñalver: this to to make sure that they can improve their their level or their maturity in on AI governance.

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Mónica Fernández Peñalver: then, last, but not least, we also guide organizations with tools and technologies that they can implement to help with AI governance or their internal processes.

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Mónica Fernández Peñalver: And then AI literacy is also a big thing. We are offering guidance on AI literacy, not just on defining and training your team on AI, which is not just about technical components, but also the risks and the social risks associated with it, the business risk and anything that you can think of.

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Mónica Fernández Peñalver: but also ensure that your team and your companies are continuously growing and adapting to the new developments around AI, and that their AI literacy stays up to date.

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Mónica Fernández Peñalver: Now, that was a long introduction. But we are now diving into the AI Trust Mark. I think Stuart would like to introduce, to make the 1st few introductions on this mark. Please, Stuart, feel free to take over.

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Stuart Beck: It's good.

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Stuart Beck: Yes, thank you. Monica.

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Stuart Beck: Yeah. So you know, around any introduction of a new scheme, you know, we ask ourselves the question, why are we introducing this?

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Stuart Beck: It's not just because we believe it's a good thing. It's because customers in general are looking for assistance in getting their products to market.

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Stuart Beck: So we have a number of key areas which we've kind of highlighted on this particular slide. So let's go down them in in turn, and just kind of give our perspective of why we believe that you, as our customers, will benefit.

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Stuart Beck: And you know why you asked us to do this so competitive advantage. I'm

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Stuart Beck: ultimately Nemko has a very long distinguished history as a conforming assessment body 3rd party, impartial over 90 years, as Monica had mentioned.

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Stuart Beck: and our services are there to kind of provide the trust in the product evaluations that we've done.



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Stuart Beck: And you know the decisions that we make based on those. And then that allows our customers to build their brand as a mark of trust in their product

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Stuart Beck: shows commitment to quality. And so, as they build those brands up. And people look to them saying, Right, that's a product that I want. So

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Stuart Beck: how can they do that? They come to companies like ourselves, who really give that additional value by not being, shall we say embedded in their processes, or whatever we are? 3rd party, we're independent, and we provide an opinion

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Stuart Beck: schemes. Also, I mean, they yeah, are aligned. Yeah, with standards. Now, in the case of AI, of course, they're evolving very fast. Regulations are evolving very fast.

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Stuart Beck: So, you know, to keep pace with this, we need to make sure that we're fast moving. We adopt criteria, which you know is state of the art as of the moment.

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Stuart Beck: and allow customers to really get on the journey. As they see these standards and regulations starting to solidify.

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Stuart Beck: Now, what we're doing in this case is building upon

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Stuart Beck: So say the EU AI act.

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Stuart Beck: the 42,001 for the AI management systems. We're taking some key elements from these key processes that are governance. And looking at how we can get the AI systems in those products actually evaluated.

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Stuart Beck: Now, it's very important to mention at this point that the service isn't accredited at this time, and the reason for that is because of the pace of evolution.

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Stuart Beck: And but when it does come to having to have accredited, notified

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Stuart Beck: and conformity assessment bodies will be there. We'll have them in place, and that will support your compliance needs

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Stuart Beck: now other things. Yeah, consumer and business trust, like.

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Stuart Beck: what is it that the consumers want to see?

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Stuart Beck: Well, they also want to know that the product they're buying has had a level of quality assigned to it. And it's confidence building.

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Stuart Beck: So, having again, a 3rd party assessment can provide this additional confidence in the marketplace that requirements have been met.

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Stuart Beck: Now, there's the minimum requirements, you know. Those are kind of often regulations. And then there are also additional like market based or industry based requirements. On top of that we often see it with procurement.

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Stuart Beck: whether that be kind of business to business enterprise, or even in the public sector.

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Stuart Beck: Governments often put in additional requirements where you are required to evidence a higher level of due diligence in your design development deployment processes.

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Stuart Beck: And yeah, good examples of this environmental compliance. They look for corporate responsibility from the people that they're buying from. So this is another way that you can really help drive the acceptance of your products as you put them to market.

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Stuart Beck: Yeah.

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Stuart Beck: other elements and risk management is a very hot topic and quality management. Of course, on top of that, to really govern, how you

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Stuart Beck: design, you build, you develop, you know, you actually go to market. So

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Stuart Beck: one of the things that we always want to highlight if you focus on risk management properly, it means that you've got this focus on obviously the risks. But

then that you're looking at, how can you mitigate these. How can you then do effective mitigation that improves your product reduces liabilities or potential liabilities.

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Stuart Beck: and then just really take you forward as a company that wants to improve

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Stuart Beck: quality management is always focused on this, and that's the whole point behind it.

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Stuart Beck: But you know some areas that you may even look at.

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Stuart Beck: Yeah, I mentioned about mitigating risks or liabilities, or whatever. Well, I mean, you can monitor incidents of your products in the field, you know, key performance measurements, complaints, but also trending on key processes within your systems. This is about just looking at where you are and looking where you want to be.

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Stuart Beck: and then that just builds, you know. Again, confidence in your product in your systems.

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Stuart Beck: Yeah, market expansion, global acceptance. Yeah.

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Stuart Beck: as with anything and standards are out there. But with AI they're not fixed as of yet. So they're still developing, and the economies themselves around the globe are still wondering what to do with it. Some have been very, very quick.

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Stuart Beck: others are keenly watching the other economies to see how they will approach it.

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Stuart Beck: So you know, we're used to this where? Yeah, electrical safety radio. Emc, right? These are the areas that say, a lot of experience in yeah, very clear standards globally.

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Stuart Beck: And

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Stuart Beck: as a result of that it made it much easier to really go through a market access program because you're picking on key requirements. But in this situation what we're trying to do is drive where the requirements are going, so that you know, with the AI trustmark you can really go forward to these economies that don't have anything said, this is where we are. This is what we have. Is this going to help?

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Stuart Beck: Yeah, us to get into the market, or even drive what their decision making is for their particular requirements themselves.

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Stuart Beck: That way, as you kind of develop your products and you develop your brands, you know what it's all about, making sure that you can be perceived in the industry as a

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Stuart Beck: confident, reputable supplier.

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Stuart Beck: and you know part of that is being at the front. Early adoption being prepared. This can really lead to those increased opportunities as you really promote your products. And you want to make sure that we want to. You know, work with you. Be a partner with you. You need to be successful. We will help you be there, but maintaining our focus on

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Stuart Beck: impartiality and clear criteria and supporting you.

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Stuart Beck: Maybe she can move on to the next slide, please, Monica, thank you.

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Stuart Beck: So what is the mark? It's on the left hand side. There, that's the mark. What is that about?

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Stuart Beck: as with any certification, we're trying to present a signal that you have met some clear requirements, and that you're advertising that you have taken that journey

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Stuart Beck: to be able to go through the conformity assessment and promote that you have a focus on quality and compliance. So this mark would be actually part of the end deliverable that we would authorize.

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Stuart Beck: Yeah, yeah, that's just a mark. There's lots behind it. But what are we trying to signify?

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Stuart Beck: Well, what we're trying to signify, of course, is that there were clear criteria. Monica will speak more about that.

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Stuart Beck: I mentioned the Euai act 42,001. Yeah, it's about, however, moving proactively towards compliance with industry standards

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Stuart Beck: taking into account processes how you actually develop.

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Stuart Beck: But there is also some other areas that we want to kind of highlight, and how you can touch on these is when you advertise your product and what you have been assessed to. What we're trying to do is also communicate what

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Stuart Beck: aspects of your AI system and product have been evaluated. There are different risk categories. We know there are different aspects. Maybe there's more governance. Excuse me, maybe there's some other key processes that haven't been looked at.

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Stuart Beck: Maybe you just weren't ready for those or the criteria weren't clear. So we want to make sure we qualify the mark by allowing people to see what was covered. This also allows you room to map out your development.

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Stuart Beck: So again, this is a scalable program where you can pick and choose what elements you want to do, or as a higher risk products. Of course, we want to make sure that you cover everything that you need.

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Stuart Beck: Okay, maybe, Monica, if you need to move on to the next slide. Thank you.

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Mónica Fernández Peñalver: All right. So Stuart already mentioned the what the AI trustmark is based on. It's it's 1 assessment to cover today's main global frameworks which are in this case the EU AI act Iso 42,001, and this AI risk management framework.

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Mónica Fernández Peñalver: It covers products of all risk levels. So we do consider whether a system or an AI embedded in such a product would be considered high risk

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Mónica Fernández Peñalver: if it would be considered limited or medium risk, or if it's considered low risk, this is all taken into account, so that it is

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Mónica Fernández Peñalver: fair to the proportion of work that companies have to go through to obtain such a mark. Obviously we wouldn't make a provider of a low risk. AI system go through the same amount of work than a provider of a high risk, AI system to obtain the mark. But there is room, like Stuart, already mentioned, to go far and beyond, to even go through, obtain the

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Mónica Fernández Peñalver: the standard that high high risk AI providers are

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Mónica Fernández Peñalver: working towards, and I will explain that in the next slide.

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Mónica Fernández Peñalver: But just to mention quickly, it is important to note that this certification is applicable, and it focuses on the processes that are involved in the development

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Mónica Fernández Peñalver: and deployment of of the system. So we don't do model testing per se. We don't look at the algorithm in in detail. We look at the the processes that were put in place by the providers through the development of of this

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00:21:42.450 --> 00:22:06.810

Mónica Fernández Peñalver: of the system. So we take into account the intended use of the system, the risk management processes that are in place, data, governance processes, all in all. All these things that are looked at and assessed by these global frameworks, like the AI App Iso, 42,000 and NIST's AI risk management framework.

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Mónica Fernández Peñalver: Now, in addition to the core certification process, there are also assessments that if people are interested in applying on top of their mark. We can help them with, for example, AI impact assessment or designing and implementing

post-market, monitoring plans or dealing with 3rd party supplier agreements are some examples of these

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Mónica Fernández Peñalver: additional assessments that we can that we can offer on top of of the trust mark.

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Mónica Fernández Peñalver: Now, the trustmark is based on key criteria, and these are the main topics. Now, I don't know who of you. Probably a few of you are very familiar with the AI Act, but, for example, these topics are the topics that are addressed in the AI Act, and I mentioned the AI act because I like taking it as an example, because it is the most mature framework we have today.

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Mónica Fernández Peñalver: When it comes to to ensuring that AI is being developed safely and in a trustworthy manner.

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Mónica Fernández Peñalver: So we look at aspects of risk management systems data and data governance. We look at technical documentation also from all areas. Actually, we look at transparency criteria, whether there is information available to provide to to the deployers of that will be using your product, your system.

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Mónica Fernández Peñalver: We look into human oversight measures into, there is into accuracy, robustness and cybersecurity measures. If they've been put in place or not.

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Mónica Fernández Peñalver: We often look at quality management systems, especially for those identified as being high risk AI systems

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Mónica Fernández Peñalver: and post-market monitoring as well.

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Mónica Fernández Peñalver: Now, like we've mentioned a couple of times. Now, we take into account the level of risk of the AI, and we categorize this as r, 1 r. 2 r. 3. Simply to state whether something is low risk, limited risk or high risk respectively.

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Mónica Fernández Peñalver: Now these levels are aligned with the AI Act, but they do maintain an independent evaluation criteria so so that it can ensure that it's it's adaptable before beyond regulatory frameworks.

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Mónica Fernández Peñalver: Now. It is important, then, to make sure that we categorize this these systems correctly. So before we can enter the trustmark process before we even start with with the assessment we require from from you or through

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Mónica Fernández Peñalver: through an additional assessment to understand what level of risk your product is part of. So that, of course, the assessment that we provide you is proportionate to the level of risk.

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Mónica Fernández Peñalver: Now, there are validated aspects within the criteria. We can cluster some of these aspects into these components, data management, model monitoring risk management and so on. And what this allows us to do is to implement it into a notation system. So a notation system

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Mónica Fernández Peñalver: we've developed it so that if, for example, a low risk system Provider. Say, okay, I want to obtain the mark.

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Mónica Fernández Peñalver: But I I'm I don't only want to

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Mónica Fernández Peñalver: adhere to the minimal requirements to obtain the mark. I want to go far and beyond, especially on aspects related to data management. I want to adhere to the requirements that even high risk. AI system providers are adhering to. We say, Okay, that's

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Mónica Fernández Peñalver: totally fine. We can do that. And that's gonna be then displayed in the notation system as

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Mónica Fernández Peñalver: that you are, or that this is a product that is considered a low risk as product. But they have also not only complied with with the minimum criteria to obtain the mark, but they also complied with the valid, the aspects of data management, and this will be included in the notation in the documentation, and even on our database.

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Mónica Fernández Peñalver: Now bear in mind this is not the 1st trustmark that Nemko has. Stuart can tell you a lot more about the other marks that we have at Nemko, and we have our own database where we can store all the companies and the marks that they've obtained, and that they're ensuring that stays updated.

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Mónica Fernández Peñalver: So that if if someone wants to confirm and validate that, you do indeed have this mark, and you've made sure that it's it's been updated over the years. Then they can validate that against our database.

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Mónica Fernández Peñalver: Now, this is what the process looked like. I've I've pretty much explained everything. But here we can visualize it a bit better. So before the core component of this trustmark process, we have risk categorization in place. So like I said, we need to categorize the level of risk of AI systems and the the products that they're embedded in that also comes along with identifying the role of the company. There's also.

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Mónica Fernández Peñalver: Is is important for this risk categorization

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Mónica Fernández Peñalver: process. Then we have the main core process involved. The length of this process really depends and varies, depending on on the level of risk, because, of course, a high risk AI system provider will be subject to to a

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00:28:09.700 --> 00:28:23.739

Mónica Fernández Peñalver: a bigger assessment than a low risk. Ai provider. But then it also depends on the company itself, on how how quick and how well they can. They can obtain the information that is needed to

128

00:28:23.870 --> 00:28:42.029

Mónica Fernández Peñalver: to complete the assessment, and then, of course, as with any other mark, we validate this. There is a reviewing process in place where we can then issue the mark along with a final report of our findings and all the process that was put in place.

129

00:28:42.940 --> 00:28:55.933

Mónica Fernández Peñalver: Now we have on the risk categorization. We also provide an evaluation statement of the risk level of of the AI and the product that it's embedded in so

130

00:28:56.590 --> 00:29:22.930



Mónica Fernández Peñalver: We have done this before with many of our clients, where they were simply interested in the risks level of their system, and we go through a short process where we identify the risk, and then they are happy to have a report of our findings, our recommendations based on our findings, and a evaluation statement signed by us.

131

00:29:22.930 --> 00:29:29.600

Mónica Fernández Peñalver: stating that they have indeed been assessed by a 3rd party, and this is the level of risk of the AI system.

132

00:29:30.270 --> 00:29:36.256

Mónica Fernández Peñalver: Now, as with other marks, and especially given that the the dynamic

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00:29:37.685 --> 00:29:46.619

Mónica Fernández Peñalver: developments of of the the regulatory developments that are occurring around AI, and how fast AI is

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00:29:46.640 --> 00:30:08.329

Mónica Fernández Peñalver: is developing over the years. We do have a spot assessment in place one year later. So after the issuing of the mark, we would do a spot assessment to make sure that everything is still in place. It's a quick check to make sure that everything is in order, and you can indeed keep the mark.

135

00:30:08.430 --> 00:30:23.750

Mónica Fernández Peñalver: and then, 2 years later, we would perform a reassessment. This will be slightly bigger than the spot assessment, but it wouldn't be as much work as the initial assessment, because at the end of the day it's also simply to check that. Everything is in order and

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00:30:24.260 --> 00:30:29.310

Mónica Fernández Peñalver: that to make sure that if we have

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00:30:29.780 --> 00:30:46.140

Mónica Fernández Peñalver: added any additional criteria due to important regulatory developments that have happened. And we've said, Okay, this is really important to now include this in our mark, then this is the opportunity for your company to also be assessed against these new criteria if needed.

138

00:30:50.150 --> 00:30:59.009

Mónica Fernández Peñalver: yeah, I believe that that is it on on my end? I'll let Stuart take over this last slide.

139

00:31:00.900 --> 00:31:01.845

Stuart Beck: Thank you, Monica.

140

00:31:03.280 --> 00:31:32.809

Stuart Beck: So part of what we're kind of been talking about here is introducing this new scheme. And you know Nemko Group has been in this for a very long time. Nemko digital is actually quite a new company, except very focused and very, very technically

competent on this new field of AI. So what we're doing here is we're merging the expertise from the Nemko family

141

00:31:33.691 --> 00:31:57.279

Stuart Beck: the conformity assessment culture. Our operations from Nemko group and then the technical expertise from our Nemko digital kind of partners. And as a result of that, we then come to this scheme, which you know for it to be successful? How can we implement it? Well, clearly.

142

00:31:57.310 --> 00:32:10.870

Stuart Beck: if there's criteria involved, it means it has to be well documented. There is nothing worse than a customer coming for a service and not knowing what they're going to actually be undertaking.

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00:32:10.920 --> 00:32:20.159

Stuart Beck: So we will provide the clear criteria during at the upfront part of the process, just so that you know what you're going to be assessed against.

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00:32:20.420 --> 00:32:21.690

Stuart Beck: Very important.

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00:32:22.890 --> 00:32:49.770

Stuart Beck: How are you going to get through that process again? Part of our kind of experience is to ensure that the communication is there, and so that you understand how you can work with us as we're going through the the assessment part of it, the

evaluation, and then even at the decision making part of all at the end. And how do you use the Mark, how are we going to actually work on this in the future?

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00:32:49.930 --> 00:32:56.219

Stuart Beck: So it's critical that you know. You know that we have given you all of that information.

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00:32:57.460 --> 00:33:18.809

Stuart Beck: the methods that we use well in this again, nothing worse than inconsistency. So as part of the conformity assessment process, we want to make sure that each product you bring in you're going to be assessed the same way. Consistent methods with technical experts who are actually going to undertake those assessments.

148

00:33:19.370 --> 00:33:35.290

Stuart Beck: standardized methodologies that are, you know, kind of backbone, and that we document. And so we pull on the years of experience from Nemko Group. And again, the technical expertise of our Nemko digital departments.

149

00:33:36.540 --> 00:33:44.619

Stuart Beck: Now, when anything is done with us, it's obviously critical that confidentiality is maintained.

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00:33:44.770 --> 00:34:00.849

Stuart Beck: and there is nothing really more important for every business than making sure that their intellectual property and other kind of confidential kind of activities are held out of public view.

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00:34:01.020 --> 00:34:05.360

Stuart Beck: And so we have clear agreements with our customers on that

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00:34:05.580 --> 00:34:35.069

Stuart Beck: you should know what our obligations are, and we want to make sure that you're confident that your information is secure with us. Now, that being said, I mean, part of the value of the scheme is to promote that you've actually gone through this assessment, so we will be very clear with you on what information would be actually posted publicly. And, as Monica mentioned earlier, we do have many schemes that we've operated

153

00:34:35.570 --> 00:35:02.360

Stuart Beck: electrical safety radio energy many different aspects where we actually post, who has been successful in gaining certification, we have that on our public databases, even regulated websites. And so we believe in promoting this particular activity in the same fashion, you'll be able to point to it. Validity will be

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00:35:02.560 --> 00:35:06.749

Stuart Beck: very easy to check. You can go to our directories online.

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00:35:06.900 --> 00:35:15.210

Stuart Beck: And ultimately you know what will be out there again. Communication upfront, no misunderstandings.

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00:35:16.110 --> 00:35:34.399

Stuart Beck: Now, while, of course, we want to make sure the customer experience is beyond anything you've ever had. I mean, yeah, these rules are developing fast. And so there may actually be some technical questions that come up during the assessments.

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00:35:34.510 --> 00:35:41.429

Stuart Beck: Now as part of any process. Again, it's important that any customer knows how they can work with us.

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00:35:41.560 --> 00:35:45.329

Stuart Beck: So we, of course, have a management system behind this

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00:35:45.560 --> 00:36:09.060

Stuart Beck: and that allows for working on appeals. It means working on. As I mentioned, the confidentiality. But, above all, it just means that you have confidence that if there are any challenges you can bring them up, and as a company that believes in quality management, we will act upon them.

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00:36:09.120 --> 00:36:20.129

Stuart Beck: But, of course, experience is the is the key for all of us. We want to know that you have actually enjoyed working with us, but also get the benefit from it.

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00:36:20.200 --> 00:36:26.570

Stuart Beck: You know. We want to make sure that you know you don't, just, you know. Come to us and say, Oh, yeah, here's the mark.

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00:36:26.690 --> 00:36:41.519

Stuart Beck: Well, there is a process behind it that Mark has to mean something for you. And then when you work with Nemko, that is the intent you come away with something that is valuable for you. So you can market your product.

163

00:36:42.140 --> 00:36:44.180

Stuart Beck: We look forward to working with you.

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00:36:44.500 --> 00:36:45.669

Stuart Beck: Thank you, Monica.

165

00:36:46.890 --> 00:37:14.149

Mónica Fernández Peñalver: Thank you, Stuart. Now, if you wanna learn more about any of our other service offerings, of course we have a service for sure. But LinkedIn is the most reliable stream for any updates that we have, any webinars that we will be having. They will be posted on LinkedIn, and such with the registration links.

166

00:37:14.250 --> 00:37:43.159

Mónica Fernández Peñalver: We also have our website, of course, [digital.nemko.com](https://digital.nemko.com), where you can find more information on the trustmark, or any other related services like

I mentioned earlier at the introduction, AI, governance, assessment, AI, governance, maturity, model, or our guidance on AI management systems and readiness support for Iso 42,001. All these things you can find on the website.

167

00:37:43.160 --> 00:37:56.199

Mónica Fernández Peñalver: And then, last, but not least, we also have an AI trust help that we are populating with a library of regulations. AI regulations AI standards as well as insights.

168

00:37:56.756 --> 00:38:04.890

Mónica Fernández Peñalver: On several topics around AI trust. So AI governance, risk and regulations.

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00:38:07.280 --> 00:38:32.719

Mónica Fernández Peñalver: Now, this was part of our 30 min Webinar series. We had a webinar on AI literacy, I believe. Last week today was the one on the AI trustmark. But, as I mentioned before, we will have a webinar on the AI governance assessment, and how our maturity scan can help companies identify any gaps on

170

00:38:33.840 --> 00:38:56.129

Mónica Fernández Peñalver: components of of AI governance at the in the organization. This will be held on April 20 second, and the registration link will become available soon through our Linkedin and through email. You might receive an invitation through email given that you signed up for this for this webinar.

171

00:38:56.330 --> 00:39:23.820



Mónica Fernández Peñalver: and the same goes for our iso 42,001 readiness, webinar, where we would be explaining on what we are providing regarding to trainings and guidance on on processes, and how to fully implement processes, to to become certifiable for Iso 42,001, and this will be held

172

00:39:23.960 --> 00:39:25.710

Mónica Fernández Peñalver: on May 9th

173

00:39:25.880 --> 00:39:33.283

Mónica Fernández Peñalver: again. This, the registration link will be available on LinkedIn. So follow us on, LinkedIn, to make sure you get it.

174

00:39:34.480 --> 00:39:52.419

Mónica Fernández Peñalver: and as next steps. Here you have a QR. Code. If you wanna set up a quick 15 min consultation with with our experts with me or with Stuart or anybody in the Nemko digital team. There's a quick way to have a chat with us.

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00:39:52.815 --> 00:40:06.659

Mónica Fernández Peñalver: But of course we are more than happy to also provide you with a more deep dive session, especially if you have any questions on on a specific product or in a specific AI,

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00:40:06.700 --> 00:40:35.662

Mónica Fernández Peñalver: so feel free to mention that in in this same registration form, and then we will contact you to then, organize a more deep dive session for you to to get to get a discussion going about your product. So obviously. If you give us a clue,

what this product is that would be great. And then we can make the most out of this session for for you to support you and your team.

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00:40:37.800 --> 00:40:46.560

Mónica Fernández Peñalver: That is it. Thank you very much for being here. I'm looking forward to having you in our upcoming webinars.

178

00:40:46.720 --> 00:40:54.160

Mónica Fernández Peñalver: And yeah, I think now we have some some room for any questions there may be.

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00:41:00.790 --> 00:41:12.250

Mónica Fernández Peñalver: okay, I see that there is a question. When does Nemko intend to be accredited lab for AI standards? I think, Stuart.

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00:41:12.360 --> 00:41:15.445

Mónica Fernández Peñalver: maybe you can answer that one.

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00:41:16.650 --> 00:41:36.910

Stuart Beck: Yeah, so actually, it's it's quite a difficult one to answer, because the standards are developing so quickly. With the situation. For example with the Euai act. The even the Regulators are still developing their kind of notification procedures the departments.

182

00:41:36.910 --> 00:41:48.690

Stuart Beck: So we'll be monitoring this and making sure as soon as we have a clear roadmap from accrediting bodies and regulators, that we'll be moving forward with the necessary accreditations at that point.

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00:41:56.160 --> 00:42:00.700

Mónica Fernández Peñalver: I don't see any more questions right now.

184

00:42:01.090 --> 00:42:21.490

Mónica Fernández Peñalver: Maybe we'll wait a few more seconds in case there are some coming in but nevertheless feel free to send us any questions through email or directly through a registration form, and we'll be more than happy to answer to you directly.

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00:42:25.240 --> 00:42:27.560

Mónica Fernández Peñalver: Oh, I see, there's another question.

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00:42:28.210 --> 00:42:36.849

Mónica Fernández Peñalver: Will the evaluation be able to detect if the product have bias issues that we haven't detected, documented or foreseen.

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00:42:37.410 --> 00:42:52.860

Mónica Fernández Peñalver: So I can probably answer this one. The the process the the trust mark. What it looks like at is the processes involved in the development. So we will be paying attention that

188

00:42:52.860 --> 00:43:10.880

Mónica Fernández Peñalver: you, as a provider, have implemented processes in order to ensure that that you, you are detecting and mitigating these biases appropriately, we wouldn't be doing bias, testing ourselves. So I hope this this

189

00:43:11.530 --> 00:43:28.639

Mónica Fernández Peñalver: this gives you an answer if it's not too clear yet, feel free to email me directly. But again trying to emphasize, we look at the processes, not at the direct testing of algorithms.

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00:43:39.920 --> 00:43:40.990

Mónica Fernández Peñalver: All right.

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00:43:41.780 --> 00:43:59.589

Mónica Fernández Peñalver: I think there's no other questions. So we're gonna wrap it up now. But yeah, thank you for being here again. Thank you so much, Stuart, for for joining us and for for giving us some of your time and your valuable experience.

192

00:44:00.000 --> 00:44:10.749

Mónica Fernández Peñalver: And yeah, looking forward to our next webinar, I hope you enjoyed the presentation. And yeah, follow us on LinkedIn, and register to the future webinars.

193

00:44:11.120 --> 00:44:12.033

Mónica Fernández Peñalver: All right.

194

00:44:12.800 --> 00:44:14.420

Mónica Fernández Peñalver: Good day, everybody.