

The AI Principles Review Process



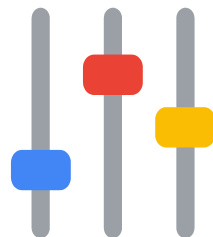
Intake:

Any team can request AI Principles advice. Reviewers also consider an ongoing pipeline of new AI research papers, product ideas and other projects. Reviewers identify relevant [AI Principles](#) as frameworks for action.



Analysis

Reviewers analyze the scale and scope of a technology's potential benefits and harms. Similar to a case law process, they apply precedents (e.g., see our approach to [facial recognition](#)). Reviewers consult with internal experts on privacy, security, ML fairness, and other domains as needed.



Adjustment

Reviewers recommend technical evaluations (e.g., [checking for unfair bias](#) in ML models). If necessary, they consult with trusted external advisors (e.g., [human rights experts](#)). Reviewers offer mitigation strategies; adjustments are made.



Decision

Reviewers decide whether to pursue or not pursue the AI application under review (e.g., [Cloud AI Hub and text-to-speech](#)). If multiple products might be affected, a council of senior Google executives decides. The decision can become a new precedent.