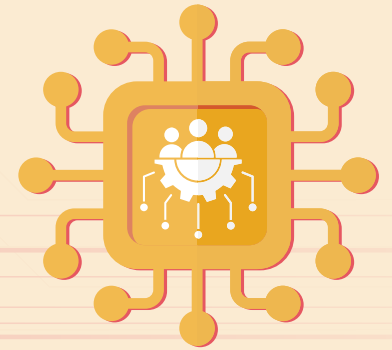


The ethical use of artificial intelligence in the real estate and construction sector

Consider at least these!



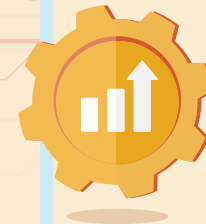
Agreement on data usage

- Establish a comprehensive agreement on data usage: compensation, usage rights, data management, and responsible parties in cases of misuse.
- Minimize personal data. Inform individuals about how their data is utilized and obtain their consent for its use.
- Ensure an understandable and human-centric approach to agreements and usage rights.
- Keep a record of what data you provide to the AI system and what data you are allowed to use.



Risk management and data security

- Ensure proper partner and system provider relationship, as well as information security for overall AI system.
- Use authorized tools. Do not automatically assume that the data you provide to AI remains secure.
- Consider data security comprehensively: ensure secure storage and transfer of data, compliance with up-to-date regulations, proper documentation, and human accountability in decision-making.



New business opportunities

- Integrate AI into the organization's strategic goals.
- Consider new business opportunities, particularly value-based consulting and possible roles in data markets.
- Find a balance between rapid and long-term, sustainable progress.



Data traceability

- Ensure data reliability and assess the origin of source material.
- Determine your role—are you a provider, adopter, distributor, importer, authorized representative, or product manufacturer.
- Be aware of what you request from AI and what your AI system actually does. Remember action logs.



Good use case

- Test the potential of AI in your daily work. Start with small experiments.
- Ensure that the benefits of the use case can be measured, justified, and they can be realistically implemented.
- Consider whether AI is truly the best way to solve a specific business challenge.