

Responsible AI Australia



RESPONSIBLE
AI

RULES

Governing the Use of the Responsible AI Australia Certification Trade Mark (Trade Mark No. 2482971 owned by Joint AU Venture Pty Ltd, trading as Responsible AI Australia (ABN 16 675 184 291))

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1. Background and Purpose

Joint AU Venture Pty Ltd trading as Responsible AI Australia (ABN 16 675 184 291) (“the Company”) has established these Rules to govern the use of its Certification Trade Mark (“the Mark”).

The Mark provides assurance to consumers, businesses, and stakeholders that organisations displaying it uphold responsible, ethical, and safe AI practices in alignment with the **Australian AI Ethics Principles** (as published by the *Australian Government Department of Industry, Science and Resources, 2019*), and as further detailed in the **Responsible AI Pledge** (Annexure 2).

The objective of the Mark is to promote public trust in the ethical and responsible use of artificial intelligence in Australia.

These Rules will be interpreted in accordance with any future Australian AI-related legislation, regulatory guidelines, or government standards as they come into force.

A copy of these Rules has been filed with the Australian Trade Marks Office in accordance with s173 of the *Trade Marks Act 1995 (Cth)*.

2. Definitions & Interpretation

2.1 Definitions

- **The Act:** *Trade Marks Act 1995 (Cth)*.
- **Applicant:** An organisation that applies for certification under these Rules, including its employees and agents.
- **Australian Business:** An entity that is registered with an Australian Business Number (ABN) under Australian law and primarily conducts its operations within Australia.
- **Assessor:** A person authorised by the Company to evaluate applications. Assessors must be independent, based in Australia, competent in AI and the Australian AI Ethics Principles, and disclose conflicts of interest.
- **Business Day:** A day that is not a Saturday, Sunday, or public holiday in Queensland, Australia.
- **Certified Business:** An Applicant granted certification in accordance with these Rules.

- **Certification Tier:** The level of certification (Commit, Embed, or Govern) granted by the Company, determined in accordance with these Rules and Annexure 1.
- **Certification Period:** The 12-month period from the date certification is issued.
- **Certification Process:** The complete process by which an Applicant is assessed, evaluated, and granted certification, including submission, review, determination, and registration.
- **Complaint:** A formal report submitted to the Company alleging unethical AI use by a Certified Business.
- **Mark:** The Certification Trade Mark owned by the Company.
- **Non-compliant AI Use:** Any AI use or development by a Certified Business that is contrary to the Responsible AI Pledge, these Rules, the Australian AI Ethics Principles, or applicable laws and regulations.
- **Decision:** A determination by the Company regarding whether certification is granted, renewed, suspended, or revoked.
- **Responsible AI Pledge:** The Responsible AI Pledge, attached in Annexure 2.
- **Website:** www.responsibleaiaustralia.com.au (the Website)

2.2 Interpretation

- Words in the singular include the plural and vice versa.
- References to “business” include companies, partnerships, sole traders, and organisations.
- References to “AI” include artificial intelligence systems, algorithms, and automated decision-making tools.
- Headings are for convenience only and do not affect interpretation.

3. Ownership of the Certification Trade Mark

The Mark is owned by Joint AU Venture Pty Ltd trading as Responsible AI Australia (ABN 16 675 184 291) (“the Company”) and administered in accordance with these Rules.

4. Eligibility and Certification Tiers

Certification is available to Australian Businesses (as defined in Section 2.1) that either:

- use AI in their operations; or
- design, develop, or deploy AI solutions for clients or partners.

Certification is granted based solely on compliance with these Rules, without discrimination on grounds such as race, gender, or other protected attributes.

The following certification tiers recognise progressive levels of commitment to responsible AI practices.

Commit Certification

- Signs the Responsible AI Pledge (Annexure 2).

Commit certification represents a foundational commitment to responsible AI practices.



Embed Certification

- Signs the Responsible AI Pledge (Annexure 2); and
- Implements a Responsible AI Policy.



Govern Certification

- Signs the Responsible AI Pledge;
- Implements a Responsible AI Policy; and
- Implements a Responsible AI Governance Framework that:
 - Embeds AI risk management and accountability into organisational processes;
 - Defines roles and responsibilities for AI oversight;
 - Includes impact assessments, monitoring, and review processes; and
 - Provides escalation and accountability mechanisms.

This Governance Framework must be consistent with the Australian AI Ethics Principles:

1. Human, societal, and environmental wellbeing
2. Human-centred values
3. Fairness
4. Privacy protection and security
5. Reliability and safety
6. Transparency and explainability
7. Contestability
8. Accountability



5. Certification Process

The certification process, including application submission, assessment, and approval, is detailed in Annexure 1.

6. Obligations of Certified Businesses

Certified Businesses must:

- Comply with these Rules and the Responsible AI Pledge.
- Use the Mark only in approved forms and only in relation to their own goods and services.
- Not alter the design of the Mark.
- Maintain compliance with their certification tier requirements throughout the Certification Period.
- Inform the Company of any material changes to business operations affecting compliance.
- Use of the Mark must always be accompanied by the words “Certified by Responsible AI Australia”.

7. Renewal of Certification

- Certification is valid for 12 months and must be renewed annually.
- The Company will automatically initiate the renewal process.
- The Company will notify Certified Businesses at least two months prior to expiry and send reminders.
- Certified Businesses must provide updated evidence of compliance upon request during renewal.
- Renewal requires examination to ensure all requirements continue to be met.
- Failure to renew will result in revocation and loss of rights to use the Mark.
- For more detail refer to Annexure 1

8. Complaints and Dispute Resolution

8.1 Complaints

- Complaints about non-compliant AI use by a Certified Business may be submitted via the designated form on the Website.
- The Company will acknowledge receipt, notify the relevant business, and investigate.
- The Certified Business has 28 calendar days from notification to address issues by providing a response and, if required, implementing remedial actions.
- If unresolved, certification may be revoked.

8.2 Disputes

- Where certification is refused, revoked, or suspended, the Applicant/Certified Business may request a review in writing within 21 calendar days.
- The Company will reconsider the decision and respond within 30 calendar days.
- Mediation may be offered at the Company's discretion, including through independent accredited mediators if necessary.

9. Revocation of Certification

- Certification may be suspended or revoked if a Certified Business breaches these Rules, fails to uphold the Responsible AI Pledge, fails to address a substantiated complaint, or misuses the Mark.
- The Company will notify the Certified Business in writing of any revocation and the reasons for the decision.

10. Amendment and Review of Rules

- The Company may amend these Rules by applying to the Registrar of Trade Marks under s178 of the Act.
- Certified Businesses will be notified of any amendments, which will take effect 30 days after notification unless otherwise approved by the Registrar.

11. Notices & Communications

- Notices must be in English and delivered by email or pre-paid post.
- A notice by email is taken to be received on the day it is sent.
- A notice by pre-paid post is taken to be received five Business Days after posting within Australia, or 14 Business Days if posted from outside Australia.

12. Contact Information

Responsible AI Australia

Level 3, 315 Brunswick Street, Fortitude Valley, QLD 4006

Website: www.responsibleaiaustralia.com.au

Email: hello@responsibleaiaustralia.com.au

Version 1.0 - Effective Date: October 10, 2025. These Rules will be reviewed annually or as required by changes in legislation.

Annexure 1: Certification Process (Application & Assessment)

1. Overview

The Certification Process outlines how the Company receives, assesses, and determines applications for certification under the Rules. It ensures transparency, fairness, and alignment with the Australian AI Ethics Principles.

2. Application Submission

Applications must be submitted via the Website.

Applicants are required to:

- Provide business details, including ABN for verification of eligibility as an Australian Business;
- Upload their business logo; and
- Submit responses to the Responsible AI Application Questionnaire (see Section 3).

Applicants must also sign and submit the Responsible AI Pledge (Annexure 2).

Incomplete applications may be returned for clarification or additional information.

3. Responsible AI Application Questionnaire

Applicants must answer the following questions to assist the Company in assessing the maturity, ethics, and governance of AI use or development within their organisation.

Responses must demonstrate alignment with the Australian AI Ethics Principles (as listed in Section 4 of the Rules):

1. Describe briefly how your business currently uses AI or plans to develop AI solutions (e.g., tools, applications, or models).

*Guidance: Example: "We use AI chatbots for customer support and plan to implement predictive analytics for inventory." If no current use, note future plans or "N/A, Exploring options."

2. Which AI tools or applications are in use? (Select all that apply; e.g., chatbots, predictive analytics. If using pre-built models like GPT-4 or BERT, note their purpose in the text box below.)

Selectable Options:

- a. Chatbots or virtual assistants (e.g., customer service)

- b. Predictive analytics or forecasting (e.g., sales trends)
- c. Image recognition or computer vision (e.g., quality control in manufacturing)
- d. Natural language processing (e.g., content generation or sentiment analysis)
- e. Automation or robotic process automation (RPA) (e.g., workflow efficiency)
- f. HR or recruitment tools (e.g., resume screening)
- g. Marketing or content creation (e.g., personalized ads)
- h. Supply chain or inventory management
- i. AgriTech or farming optimization (e.g., crop monitoring)
- j. Healthcare diagnostics or patient tools
- k. Other (specify briefly)
- l. None currently

*Guidance: Select multiple if applicable. For pre-built models, add: "E.g., GPT-4 for email drafting."

3. How does your business identify and mitigate key risks associated with AI use? (E.g., basic checklists or reviews; provide a short example if applicable.)

*Guidance: If no formal process, say "Informal reviews by team leads" or "No yet, seeking guidance." Example: "We use risk checklists for data bias and conduct quarterly reviews."

4. Does your business follow any ethical guidelines or frameworks for AI? (Yes/No; if yes, name them briefly, e.g., Australian AI Ethics Principles.)

- a. *Selectable Options for Yes:*
- b. Australian AI Ethics Principles
- c. Internal company policy
- d. International standards (e.g., EU AI Act guidelines)
- e. Industry-specific (e.g., ISO standards for AI)
- f. Other (specify)

*Guidance: If no, select "No", this qualifies for Commit tier with pledge.
Example: "Yes, Australian AI Ethics Principles via our Responsible AI Policy."

5. How does your business ensure privacy and security of personal data in AI systems, and is it compliant with Australian laws (e.g., Privacy Act 1988)? (Yes/No + brief method, e.g., encryption, consent processes.)

Selectable Options for Methods (if Yes):

- a. Data encryption and anonymization
- b. User consent and opt-out mechanisms
- c. Regular security audits
- d. Compliance with Privacy Act via data impact assessments
- e. Third-party tools (e.g., secure cloud providers)
- f. Other (specify)

*Guidance: If partial, say "Yes for basic compliance; improving audits." If no, "No, Planning to implement."

6. Does your business ensure AI avoids discrimination based on protected characteristics (e.g., race, gender, disability), and how do you address bias in models? (Yes/No + short description, e.g., diverse training data.)

Selectable Options for Methods (if Yes):

- a. Diverse and balanced training data
- b. Bias detection tools or algorithms
- c. Inclusive testing with varied demographics
- d. External audits or reviews
- e. Other (specify)

*Guidance: If no formal method, "No, Informal checks in place." Example: "Yes, We use diverse datasets and test for bias in hiring AI."

7. Which best describes your AI use, including any high-risk areas? (Select all that apply; e.g., low-risk automation, high-risk like hiring or healthcare.)

Selectable Options:

- a. Low-risk (e.g., internal automation or content generation)
- b. Medium-risk (e.g., customer recommendations or marketing)
- c. High-risk: Employment or hiring decisions
- d. High-risk: Credit scoring or financial services
- e. High-risk: Healthcare or medical diagnosis
- f. High-risk: Law enforcement or surveillance

- g. High-risk: Education or assessment tools
- h. High-risk: Critical infrastructure (e.g., energy, transport)
- i. High-risk: Biometric identification
- j. Other (specify)
- k. None/unsure

*Guidance: Based on Australian proposals for high-risk guardrails. Select multiple; if high-risk, provide brief mitigation.

8. Does your business maintain documentation for AI development, testing, and oversight? (Yes/No; if yes, note responsible roles/person.)

*Guidance: Example: "Yes, CTO oversees, with logs in shared drive." If no, "No, Starting with basic records."

9. Does your AI undergo regular fairness audits or human-in-the-loop reviews? (Yes/No; if yes, frequency/method.)

*Guidance: Example: "Yes, Quarterly reviews with human oversight." If no, "No, Implementing for key systems."

10. Are there procedures to contest or override AI decisions? (Yes/No + brief example.)

*Guidance: Example: "Yes, Users can appeal via support ticket." If no, "No, Developing for high-impact areas."

11. How does your business measure and mitigate environmental impacts of AI (e.g., energy use)? (Brief response; N/A if minimal.)

*Guidance: Example: "We use energy-efficient cloud providers; track carbon footprint annually." If none, "N/A, Low-scale use."

12. Describe measures to ensure AI benefits society, and any plans for scaling AI with responsible governance. (Short overview; focus on future structures.)

*Guidance: Example: "AI for accessible education tools; scaling with governance board." If no plans, "No scaling yet, Focusing on ethics training."

For Embed or Govern Certification Tiers, Applicants must submit evidence of their Responsible AI Policy and/or Governance Framework, as applicable.

4. Assessment and Determination

Each application is reviewed by an authorised Assessor, who evaluates:

- Responses to the questionnaire;
- Alignment with the Responsible AI Pledge; and
- Supporting documents such as policies or governance frameworks.

Assessors operate in accordance with the definition in Section 2.1 of the Rules.

The Assessor may request a follow-up video call with the Applicant to discuss responses, clarify issues, or address concerns.

The Company determines the appropriate Certification Tier based on the evaluation. Payment is required after approval.

5. Public Register and Transparency

Upon certification, Certified Businesses are listed in a public searchable register on the Website.

Each profile displays:

- Certification status and tier;
- The business logo; and
- Responses to the Responsible AI Questionnaire (subject to privacy and commercial sensitivity redactions).

This register promotes transparency and allows verification of certification.

6. Renewal and Reassessment

Renewal requires confirmation that questionnaire responses remain accurate or are updated as necessary, along with any updated evidence of compliance, as per Section 7 of the Rules.

The Company conducts reassessments as required.

7. Confidentiality and Privacy

All applicant data is collected, stored, and processed in compliance with the Privacy Act 1988 (Cth) and the Company's Privacy Policy.

Sensitive or proprietary information not marked for public display will remain confidential and used solely for certification purposes.

8. Continuous Improvement and Future Regulation

The Certification Process may be updated to reflect emerging AI legislation, regulatory obligations, or ethical standards in Australia.

Annexure 2: Responsible AI Pledge

Responsible AI Pledge

We, [Name of Organisation], commit to upholding responsible, ethical, and safe practices in the use, development, and deployment of artificial intelligence (AI). By signing this Pledge, we affirm our dedication to aligning with the Australian AI Ethics Principles and to fostering public trust in AI technologies.

This commitment applies to all AI systems that our organisation develops, procures, or uses in its operations.

In particular, we commit to the following principles:

- **Promote Human, Societal, and Environmental Wellbeing:** Ensure AI systems contribute positively to people, society, and the environment, while minimising potential harms and maximising benefits for all Australians.
- **Uphold Human-Centred Values:** Design and deploy AI that respects human rights, dignity, and autonomy, placing human values at the core of decision-making processes.
- **Ensure Fairness:** Prevent discrimination and bias in AI systems, promoting equitable outcomes for diverse groups, including on the basis of race, gender, disability, and other protected characteristics.
- **Protect Privacy and Security:** Safeguard personal data through robust privacy and security measures, complying with Australian laws such as the *Privacy Act 1988 (Cth)*.
- **Guarantee Reliability and Safety:** Develop and use AI that is robust, safe, and reliable, with mechanisms to identify and mitigate risks throughout the AI lifecycle.
- **Foster Transparency and Explainability:** Make AI systems transparent and explainable where appropriate, enabling users and stakeholders to understand how decisions are made.
- **Enable Contestability:** Provide accessible avenues to challenge AI decisions that significantly impact individuals or society, ensuring fairness, accountability, and access to redress.
- **Embrace Accountability:** Establish clear roles, responsibilities, and governance for AI oversight, holding ourselves accountable for the outcomes of our AI systems.

Additionally, we commit to refraining from prohibited or unacceptable-risk AI practices, including but not limited to those that:

- Manipulate or deceive individuals in ways that cause physical or psychological harm.
- Exploit vulnerabilities of specific groups (such as children, the elderly, or persons with disabilities).
- Conduct social scoring that results in unjustified or detrimental treatment.
- Infer emotions or sensitive attributes (such as race or political beliefs) in workplaces, education, or other sensitive settings without clear justification.
- Use real-time biometric identification in public spaces for law enforcement, except where expressly permitted by law.
- Enable predictive policing based solely on profiling or perceived risk of criminal behaviour.
- Facilitate unlawful intrusion into systems, disruption of critical infrastructure, or creation of harmful or unlawful content.

This Pledge represents a foundational commitment to responsible AI practices. For higher certification tiers, additional policies and frameworks may be required as outlined in the Rules.

We recognise that responsible AI is an ongoing journey, and we commit to continuous improvement and transparency in our AI practices.

Signed: _____

Name: _____

Position: _____

Organisation: _____

Date: _____

By signing, we agree to comply with this Pledge and allow Responsible AI Australia to verify and publicly list our commitment (subject to privacy preferences).