

## **Octopeek applauds UNESCO initiative and supports an international regulation on Artificial Intelligence.**

**As part of the discussion on regulating the use of Artificial Intelligence , UNESCO has launched a public consultation<sup>i</sup> to define the first such normative instrument . Octopeek, a longstanding player and innovator in Artificial Intelligence and Big Data, welcomes this initiative and will fully participate in it.**

Last November, UNESCO committed to a two-year process to develop the first regulatory instrument on the use of Artificial Intelligence (AI). To achieve this, they will open up a consultation at the end of July to hear the interests, concerns, and views of as many parties as possible involved in AI throughout the world. UNESCO is inviting the scientific, technical, philosophical, ethics, and other communities, as well as civil society organizations, government bodies, and the business world, to contribute to this wide-scale conversation.

As a major player in AI and Big Data, Octopeek supports this formative, forward-looking initiative and will actively contribute to the process initiated by UNESCO. Octopeek endorses the creation of an international regulatory body for AI to foster a widely accessible framework of defined rules based on a shared ethics.

For more than ten years, Octopeek has helped SMEs, middle-market companies, and large companies in all business sectors with their Big Data and AI projects by providing consulting, training, and software tools for more reliable, secure, and multidisciplinary business decision-making.

*« Let's not allow history to repeat itself. Artificial Intelligence today is where the internet was 25 years ago, and its exponential growth affects all parts of our economy and our society. Yet it is not organized or structured, and it operates with the ruthlessness and lawlessness of the Wild West. This unregulated environment could jeopardize its unstoppable progress »*, says **Mahmoud Zakaria, co-founder of Octopeek.**

*« An effective AI regulatory tool cannot be created AND thrive without an ethical discussion involving all private sector, public sector, legislative, and intellectual stakeholders. A multidisciplinary approach like this is vital for AI in the interests of human progress. That's why Octopeek supports UNESCO's efforts and wishes to contribute to such a regulation, which must be developed at an international level »*, adds **Abdelkrim Talhaoui, co-founder of Octopeek.**

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