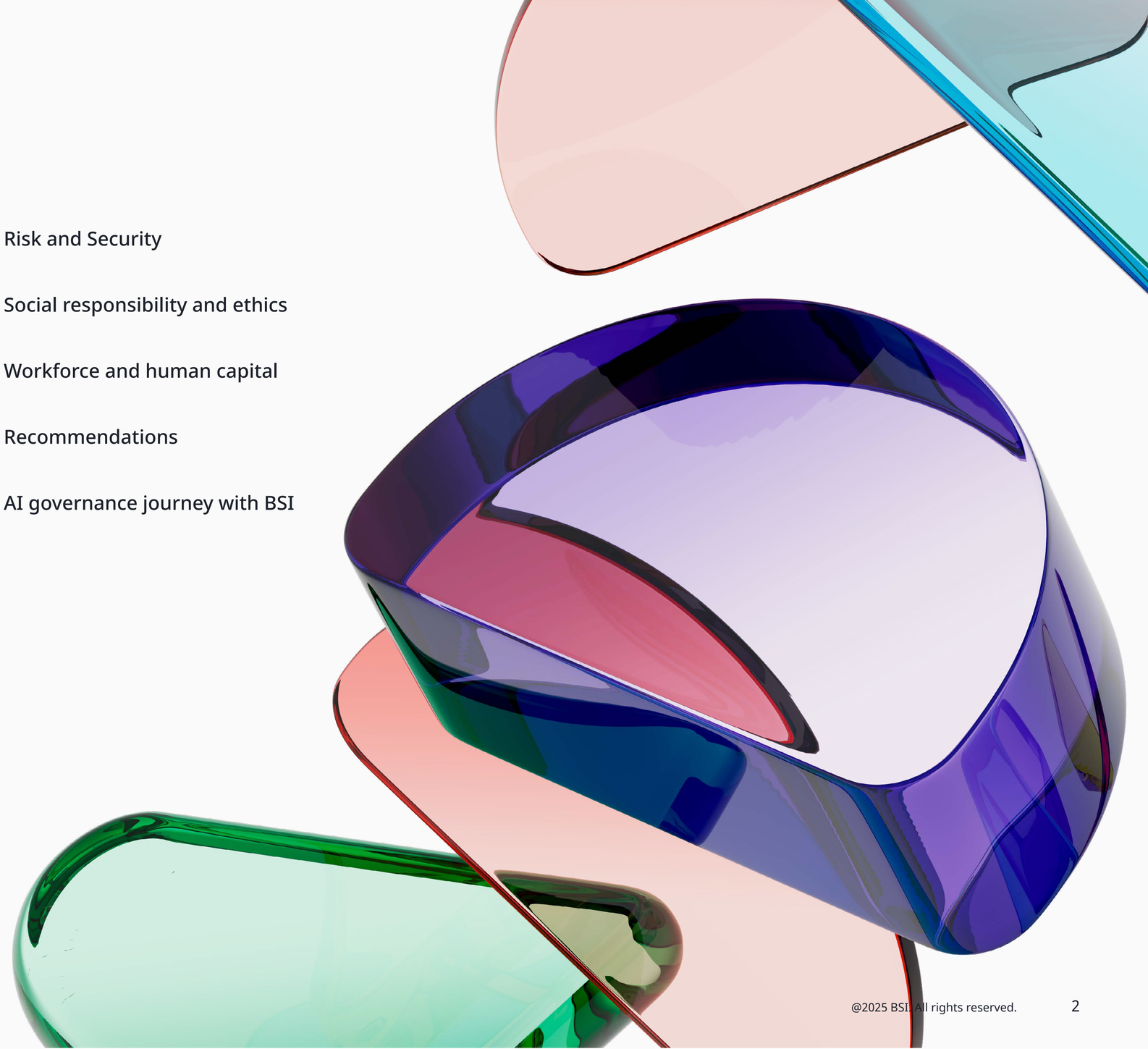
Trust in AI

Grounded in governance

v1.0.0

Contents



Foreword

As new technologies emerge – from the internet to cloud computing or social media – businesses invariably reach a tipping point, when innovations go from “nice to have” to being competitive imperatives. Whether we are yet there with artificial intelligence (AI) may be up for debate and may differ between sectors or types of organization, but the reality is that, increasingly, the question about AI is not whether to invest in it, but how much to spend.

As this report shows, many businesses are racing to show that they are taking advantage of AI. However, organizations are not always considering whether the AI they are embracing is bringing genuine benefit or thinking about the risks they are potentially opening their organizations up to.

Ultimately, investment is only the start. Successful oversight of AI tools and how they are being used is critical, as is considering the impact on people, whether that be your employees’ careers or a client’s right to privacy.

Harnessing AI successfully requires not just enthusiasm for the potential of what AI can do, but also recognition of where guardrails are needed and how to ensure these are in place.

Our research explores the AI landscape, surfacing the interactions between governance, innovation and people. It assesses what business leaders are thinking and doing when it comes to deploying AI, and critically how they are communicating this to employees, customers and shareholders. We consider the latest findings alongside BSI’s previous studies that have explored trust in AI across different countries and sectors to grasp the practical progress being made as the technology and know-how advances – concluding with the steps that business leaders can take.

At BSI, we believe there are huge potential gains to be had from AI, but also that trust in AI is grounded in strong governance. Together, we can take action to shape an AI future that works for all.

Susan Taylor Martin, CEO, BSI

Introduction

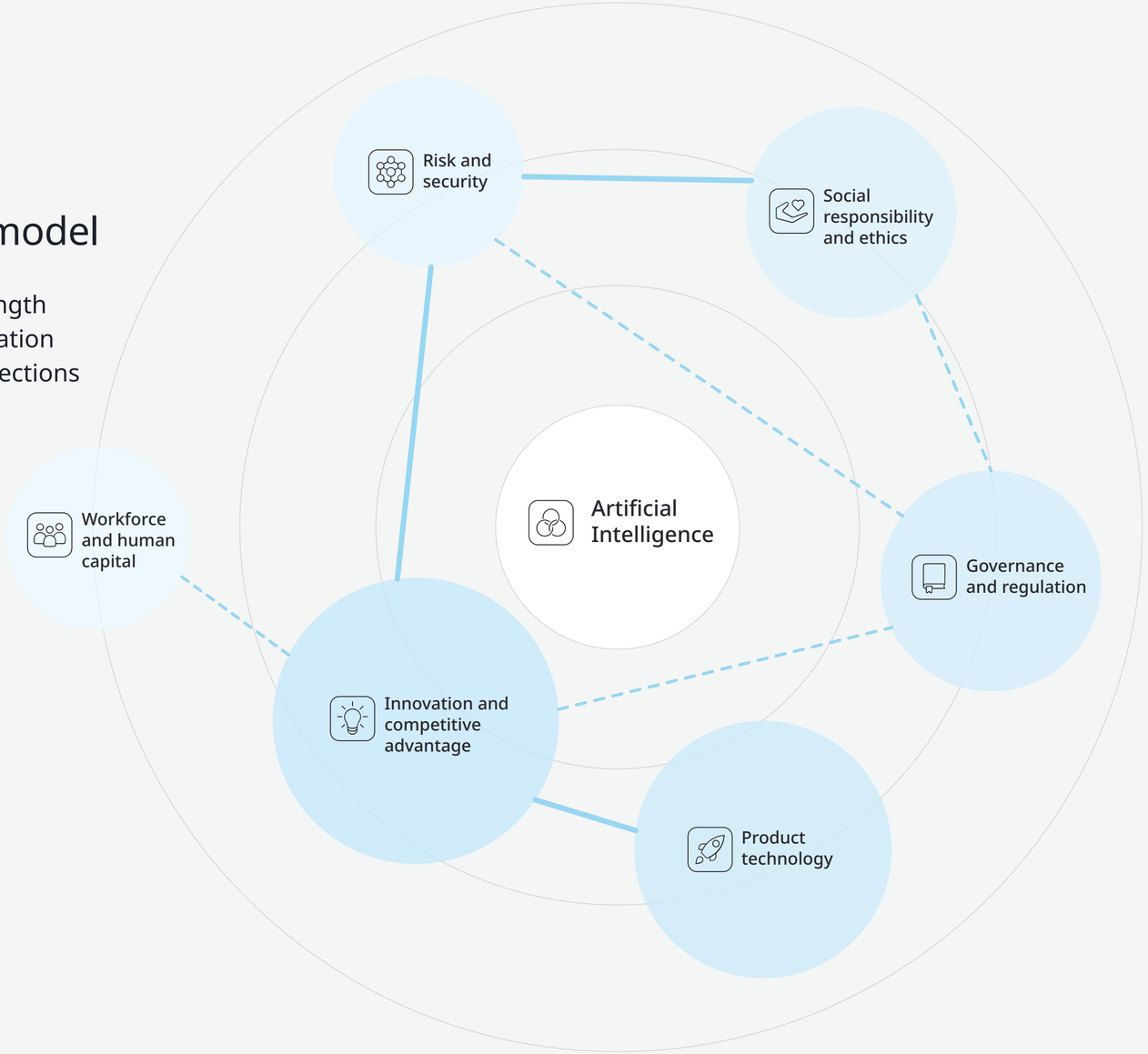
Our 2025 Trust in AI research explores AI considerations in the current business climate, analyzing where governance, people and innovation connect. Understanding these fundamental pillars is imperative to progressing AI for good and enabling safe and responsible adoption, where innovation can continue to flourish.

A proprietary model has been produced to undertake a network analysis of the annual reports of 123 companies[1] and assess how frequently certain words or themes co-occurred. This is designed to shed light on business priorities with regards to AI, by identifying how companies communicate across six key themes:

- Innovation and competitive advantage
- Products and technology
- Governance and regulation
- Risk and security
- Social responsibility and ethics
- Workforce and human capital

Figure 1:
AI centrality model

This reflects the strength of each topics association with AI and the connections between them.



This has been supplemented by polling business leaders to identify any variance between their perceptions and what is being externally communicated in annual reporting. The polling draws on the perspectives of more than 850 business leaders of organizations ranging from large multinationals to small businesses or start-ups, across eight countries and a range of sectors[2]. We originally undertook this survey in February 2025 and repeated it in August, in order to understand shifting views over time.

The analysis of central themes presents a picture of the prominence of innovation and efficiency gains.

61% of business leaders globally state boosting productivity and increasing efficiency is an AI investment driver

It suggests there is work to do supporting government and organizations to think about what is needed longer-term to engender a society where AI and humans co-exist, driving AI for good by balancing productivity, innovation, well-being and sustainability demands with good governance.

123
company annual reports analyzed

850
business leaders polled across 8 countries

This report delves into each topic, concluding with recommendations to help governments, organizations and society shape a trusted AI future.

Key findings

Drivers

65%

of business leaders say AI has delivered tangible benefits (growth, innovation, efficiencies) to their organization

Investment in AI is being driven by innovation, competitive advantage and market positioning. With tangible benefits being realized, this appears to undermine recent scepticism as to the real-world benefits of AI. But will this be sustainable long-term?

Transparency

67%

would trust AI tools more if there was increased transparency around the data they use

Transparency is more prominent than accountability, indicating that although organizations acknowledge the importance of understanding AI-driven decisions, achieving genuine human accountability remains a work in progress.

Automation

43%

of business leaders globally expect to reduce junior / entry level roles due to efficiencies made by AI

52%

say this from large businesses

Automation overshadows upskilling, training, or education, raising questions as to how we create an environment where people and AI can thrive side-by-side.

Governance

24%

say they have an AI governance programme in place

34%

say this from large businesses

AI governance is still in its infancy; large and regulated organizations are leading the way.

Assurance

54%

would trust AI tools more if they were validated by an external organization

The opportunity for AI assurance is growing, and there is positive recognition for standards within annual reports, suggesting value in such guardrails to build confidence, particularly whilst regulation remains in flux.

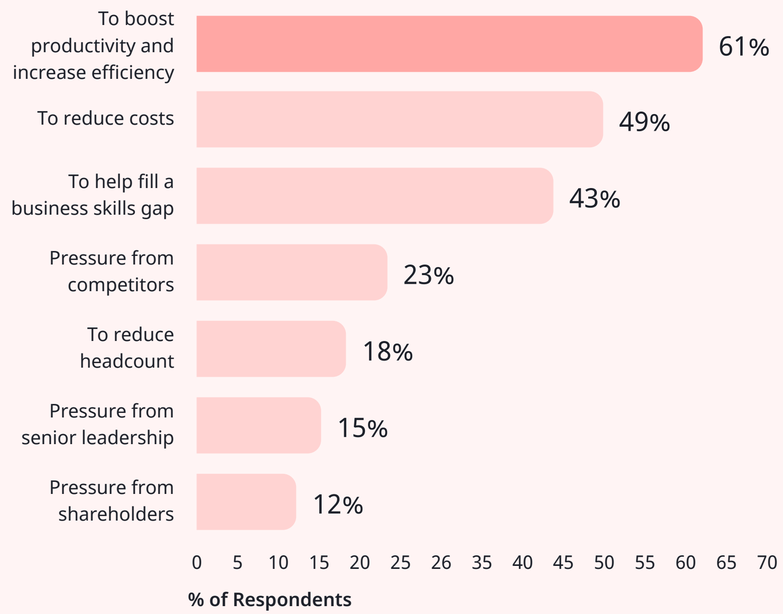
Innovation and competitive advantage

Organizations across all markets and sectors focused their AI messaging on how it was driving innovation and competitive advantage, despite the polling data showing that businesses are primarily being driven to invest in AI to save money or boost productivity.

With under a quarter citing pressure from competitors (23%) as a push factor, and shareholder or senior leadership pressure appearing as the least common drivers, the prominence of innovation in annual reports suggests a tendency towards progressive thinking about AI as a tool for building stakeholder and investor confidence.

After innovation, markets like the UK indicated governance and regulation as the second greatest focus. However, in the US, China and India, their attention was on the potential for AI to form part of new products, and this same preference is displayed by the technology sector – perhaps unsurprising given that many in the sector are developing and selling products.

Figure 2: Business leader perceptions of the top drivers for AI investment



Investment in AI

A majority of business leaders expect their organization to increase AI investment in the next year (62%), driven by those in India (87%) compared to just over a third in Japan (36%). Three quarters of large businesses expect to increase investment compared with 55% of SMEs, while spending is higher amongst older businesses (66%) than start-ups (45%).

Hesitancy about investment seems prompted by economic forces, with 36% saying they expect to downgrade AI investment in response to changing economic conditions or global market turmoil.

62% of business leaders expect their organization to increase AI investment in the next year

Delivery and return on investment (ROI)

Overall, business leaders suggest they are seeing gains from AI, with 59% saying that AI projects or tools are delivering ROI and value for money (and 65% agreeing AI has delivered tangible benefits e.g. growth, innovation, efficiencies). However, this is not unequivocal. Indeed, more than two fifths (43%) say AI investment has taken resources that could have been used on other projects in the last year, rising to 67% in India and one in two large businesses. Notably, the benefits of AI appear to be more in evidence for larger businesses (74%); SMEs are much less likely to see the gains (58%). And while business leaders do generally believe AI is delivering, this has dropped across the different measures since February. Seeing ROI, for example, is down 13 percentage points from 72%, while seeing tangible benefits has fallen from 77%. In February, 81% expected AI to deliver benefits in the future; this now sits at 71%.

59% of business leaders say that AI projects or tools are delivering ROI and value for money

Measuring impact

Just over a third of business leaders say their organization has a standardized way of assessing whether an AI service or tool is acting as intended and delivering what the organization needs. Even fewer have a process for avoiding duplication of AI services across the organization, suggesting insufficient attention is being given to what value investment is actually bringing.

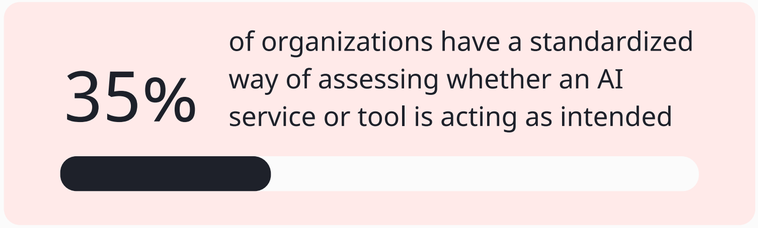
Where benefit is being felt

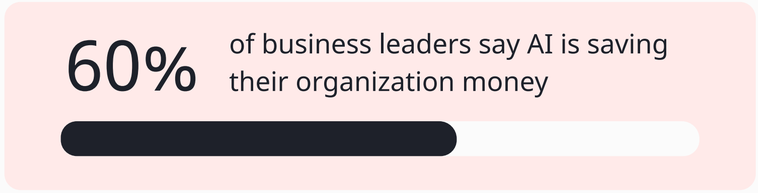
While businesses may emphasize competitive advantage as a motivator for embracing AI, when asked about its benefits, the focus seems to be on time or financial savings. Two in three leaders agree AI is saving time (67%), rising to 93% in India and 81% in Germany. This is most pronounced in financial services (71%) and healthcare management (69%).

Similarly, three in five (60%) say AI is saving their organization money, although this is skewed towards larger companies (70%) compared to SMEs (51%). Under half of retail business leaders (49%) say AI is saving them money compared to two thirds in financial services (67%). Also, when asked whether AI is crucial to the growth of their organization, only 59% globally agreed.

Embracing current drivers for long-term success

There are clearly strong innovation, competitive advantage and efficiency/cost-saving drivers for businesses investing in AI. What becomes clear, however, is that these gains need to be sustainable and undertaken with oversight of longer-term goals that support the future workforce, changing customer demands and the needs of investors.





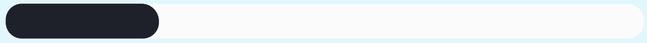
Governance and regulation

The analysis found that governance and regulation as a theme dominates corporate AI disclosure, suggesting broad recognition of the importance of guardrails to support with oversight, compliance and protection of intellectual property.

UK businesses placed particularly strong emphasis on this relative to organizations in other markets. Focus on this was most dominant in financial services and pharmaceutical businesses, reflecting these companies' already heightened focus on compliance and oversight. As governance is embedded into many facets of these sectors, they are likely to have existing capabilities in place to respond to regulatory requests and pivot to address AI governance more promptly.

47% say use of AI is controlled by formal processes

24% admit that employee AI use is not monitored at all

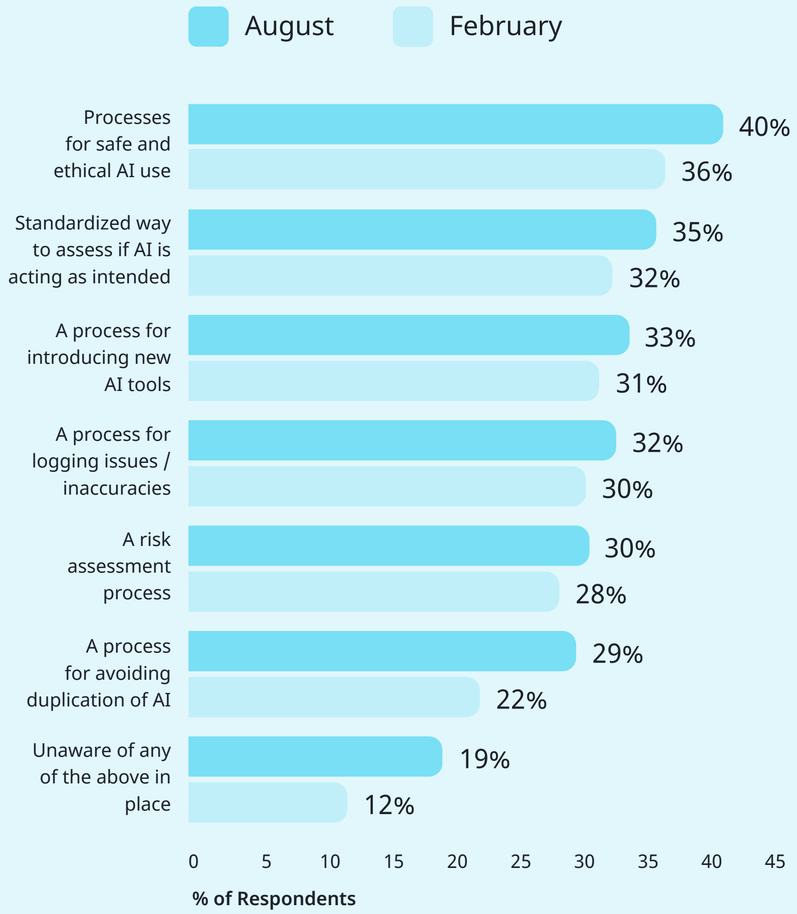


AI policies and processes

Despite the apparent awareness of the need for AI governance, the impression given by business leaders is that many companies are not acting to put oversight in place. For example, just half (47%) say use of AI is controlled by formal processes (though notably, this is up from 15% in February), while only a third (34%) say AI use is governed via voluntary codes of practice (up from 19% in February). A quarter (24%) admit that employee AI use is not monitored at all (up from 10% in February), while just 30% have risk assessment processes to determine the level of risk being introduced by AI tools and the associated mitigations.

The picture is not all negative, however; on most markers policy and processes on AI are more in evidence than they were six months ago. This shows a positive trajectory for introducing governance practices designed to build trust and transparency and promote responsible use. It also brings context to the close connections found in the AI model for governance with risk and security and ethics – with processes being put in place to manage these.

Figure 3: Organizational policies and processes in place



Data management

A key component of governance and management of AI lies in how data is being collected, stored and used to feed large language models (LLMs). Notably, only 28% of business leaders say that they know what sources of data their business uses to train or deploy its AI tools, down from 35% in February, with the same proportion having an established data governance strategy. Just two fifths (40%) cite having clear processes in place around use of confidential data for AI training.

Trustable AI Bill of Materials (TAIBOM)

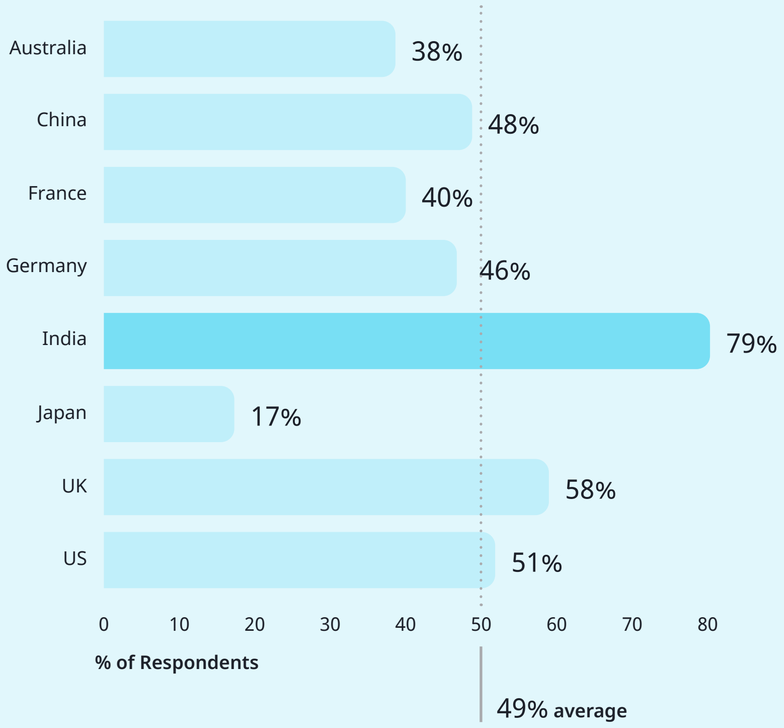
A UK government initiative aiming to build trust and deliver a structured, transparent way to document and manage AI systems across their supply chain. This includes addressing the need for data provenance and version control – key to data management strategies. BSI is pleased to be part of the consortium working on this initiative. Read more.

Regulation versus innovation

Globally, there are mixed perspectives on where the balance between AI regulation and innovation should sit. Just under half of business leaders agree that their government is getting this right (47%), and that they trust their government's current AI strategy (49%), with certainty lowest in Australia, Japan and France.

28% of business leaders say that they know what sources of data their business uses to train or deploy its AI tools

Figure 4: Proportion stating they trust their government's current AI strategy



Confidence is higher when it comes to staying on top of the AI requirements of different jurisdictions, with 60% of business leaders saying their organization is equipped for this. However, there is an acknowledgement of the implications; 45% say AI is adding to the time spent in their organization on regulatory compliance or bureaucracy, while half expect to spend a greater proportion of budget on legal or compliance costs due to employees using or accessing AI tools in the next year (49%) – rising to three fifths of big firms. And only half express confidence in being able to conduct regular audits of AI systems to ensure compliance (53%).

The governance opportunity

As regulation continues to evolve, there is a pivotal role for standards to provide guardrails that cross borders. What's promising is that, across the analysis, standards are already being mentioned in relation to AI. A quarter of business leaders say their organization is taking steps to align to the AI Management System Standard (ISO/IEC 42001). With national initiatives, such as the UK setting out a clear AI assurance roadmap, and 54% of business leaders stating they would trust AI more if validated by an external organization, there is a clear momentum for evidencing trustworthy and responsible AI.

26% of business leaders say their organization is taking steps to align to the AI management system standard (ISO/IEC 42001).

Risk and Security

The analysis reveals that organizations are aware of risks associated with adopting AI, particularly those relating to cybersecurity, data privacy and reputational harm, all of which, while valid, are not unique to AI. There was less focus on other risks more specific to AI, such as the introduction in bias, the inability to explain decisions or the introduction of “hallucinations”.

Financial Services placed the highest emphasis on the theme of risk and security, with 25% more focus on this than the next sector, built environment, and a particular focus on cybersecurity, likely reflecting the sector’s consumer protection needs and the potential for reputational harm if security is not prioritized and managed. In contrast, technology and transport organizations did not emphasize this theme, raising questions about sectoral divergence in governance approaches.

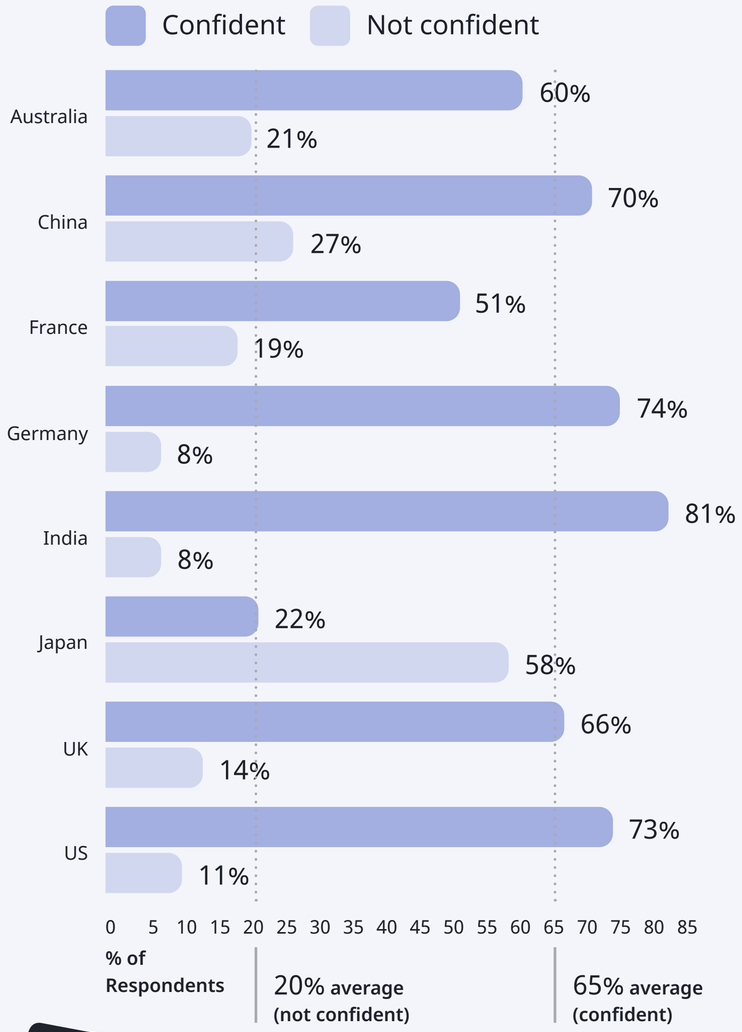
Notably, following a spate of high-profile cyber-attacks on major businesses, the data records a drop in confidence around responding to AI risk, yet relatively limited action is being taken. While 66% of business leaders are confident their organization considers data protection and privacy regulations as part of its AI compliance requirements, this is down from 73% in February. Similarly, 65% are confident their organization considers cybersecurity regulations as part of its AI compliance requirements, but again this is down from 71% in February.

Equally, although under a third of business leaders agree AI has been a source of risk or area of weakness for the business (32%), just half (49%) are confident their organization includes AI-related risks as part of its broader compliance obligations, down from 60% in February. And only 30% say their organization has a risk assessment process in place to assess where AI is adding to organizational risk.

32%

of business leaders agree AI has been a source of risk or area of weakness for the business

Figure 5: Confidence in whether their organization considers cybersecurity regulations as part of its AI compliance requirements



Managing AI risk and issues

Actions to manage or mitigate risk and respond to incidents appears to be low. Just a third of business leaders say their organization has a process for logging where issues arise or flagging concerns, issues or inaccuracies with AI tools so they can be addressed (32%), while just three in ten (29%) say they have a process for managing AI incidents and ensuring timely response.

There is also the complexity of supply chain risk, and to that of roles and responsibilities. As with many technology evolutions, safe adoption is dependent on clear accountability. However, this can be deemed to slow down innovation in the early stages of the lifecycle, which appears to be reflected in our research. The model analysis reveals that transparency is twice as strong as accountability in annual report communications, indicating that although organizations acknowledge the importance of understanding AI-driven decisions, achieving genuine human accountability remains a work in progress.

Businesses are becoming increasingly reliant on AI

In just two years, generative AI has gone from being a technology used in select pockets to something that is becoming a widely used business tool. Only one in two business leaders agree that if generative AI tools were unavailable for a period of time their entire business could continue operating uninterrupted (48%) – and 17% explicitly acknowledge that in this situation parts of their business would be unable to operate.

This creates some business continuity questions; while IT outages or cybersecurity breaches may make it onto the business disruption risk, has losing AI tools been incorporated into continuity planning? After all, if the AI tools have replaced a human, there may be no human to then step back in.

67% of business leaders would trust AI tools more if there was increased transparency around the data they use

Social responsibility and ethics

The AI analysis found that discussion of AI in relation to social responsibility and ethics (S&E) is very much focused on how AI can help with sustainability challenges, rather than considering the biases that might exist in the models or focusing on the environmental sustainability impact of running them.

That said, there were clear differences across markets, with S&E narratives most prominent in European and Japanese businesses, compared to Chinese organizations. This suggests a stronger public and corporate focus on societal impacts and responsible innovation in these markets. There were smaller variations across sectors, with a slight trend for greater prominence for S&E for Financial Services, while transport appeared to have less focus on this topic, along with other “softer” considerations like governance and regulation and risk and security.

Business leader confidence

While there was limited focus on managing or mitigating biases in the annual reports, the data shows that 48% of business leaders say they are extremely or very confident in their ability to assess or mitigate biases in AI tools or systems, particularly in large organizations (60% compared to 39% in SMEs). Similarly, they have confidence in their organization’s ability to provide transparency over the data sources and algorithms used in their AI tools (51%), suggesting a level of comfort in the data, and limited concern over bias. Confidence, however, is not always the full picture; as previously highlighted only 28% know what sources of data are used in their AI models, implying a gap and potential risk of complacency. What’s clear is this is not to be overlooked for building long-term confidence.

51%

of business leaders are confident in their organization’s ability to provide transparency over data sources and algorithms used in their AI tools

Figure 6: Confidence in assessing or mitigating biases in AI tools or systems

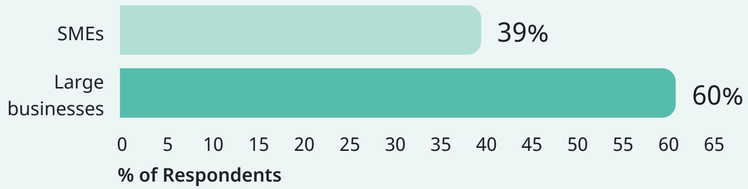
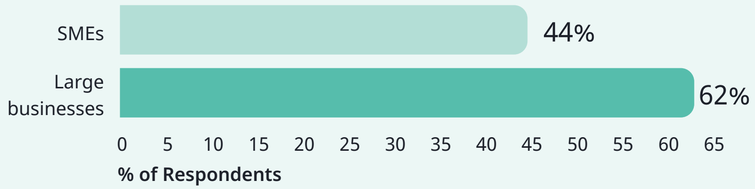


Figure 7: Confidence that the organization can provide transparency over the data sources and algorithms used in its AI tools



Focus on AI and sustainability builds traction

Terms like sustainability and environment appeared across the annual reports as a broad reference, however this was with little mention of climate or climate change. References to these terms were relatively limited, even more so than explicit mentions of human rights.

The polling data does however show promise of more practical action with 31% of business leaders saying they have a process in place to account for its AI carbon footprint within their organization's sustainability strategy and reporting. 40% say they are currently working on this.

Similarly, there are positive signs towards consideration of AI's impact on natural resources. Data centres, a relatively new form of infrastructure in comparison to energy and transport systems, are growing at pace to support technology advancements like AI. Yet they have a potentially huge impact on water and energy usage. It's therefore positive to see that already 52% of business leaders are saying that levels of water usage and water management concerns are likely to influence their organization's choice of AI provider. By adopting this into decision making, this suggests there is a timely opportunity for data centres developers to respond and get natural resource planning right from the start, thereby avoiding the potential for more costly and inconvenient retrofit action as more legislation/ regulation comes in.

Workforce and human capital

Across the annual reports, the term “automation” was nearly seven times more prominent than upskilling, training, or education. Overall, the relatively lower prominence of workforce-related topics suggests businesses may be underemphasizing the need to invest in human capital alongside technological advancement.

Notably, more than one in two business leaders (55%) say the benefits of implementing AI in organizations are worth the potential disruptions to workforces. More than two fifths take the view that their organization’s investment in AI is being driven by a need to fill skills gaps (43%). The implication of this is that AI is being perceived as a tool to replace roles, rather than augment human capabilities.

39% say junior / entry level roles in their organization have already been reduced or cut due to efficiencies made by AI

Of course, the consensus is that new roles will be created even as others are lost, as in past industrial revolutions. Yet there is no doubt automation is already having an impact on job opportunities. Overall, one in two (50%) specifically say AI is helping to reduce headcount. Nearly a third say their organization explores AI solutions before considering hiring a human for that role (31%), with two fifths expecting this to be the case within five years.

This is most apparent at the start of the career ladder, where a strikingly high proportion (39%) say junior / entry level roles in their organization have already been reduced or cut due to efficiencies made by AI, and a further 43% expect to see this happen in the next year. The picture that emerges is of a cohort already impacted by disruption from Covid-19 as adolescents, now facing an uncertain employment future with potentially little opportunity to hone their skills or build industry knowledge.

AI training remains uneven

There is some complacency among business leaders that the workforce is well equipped to navigate the disruptions of AI and the new skills required to get the best out of it. Over half of leaders globally (56%) say they are confident their entry level workforce has the skills needed to use AI, and 57% say their entire organization currently possesses the necessary skills to effectively use AI tools in their daily tasks. 55% say they are confident their organization can train staff to use generative AI critically, strategically, and analytically.

Just 34% have a learning and development programme to ensure successful delivery of AI training. However, a higher proportion (64%) say they have received the training needed to use or manage AI in a safe and secure way. This could reflect the fact that 'fear' around AI is a higher priority than actually building the capability to respond to it.

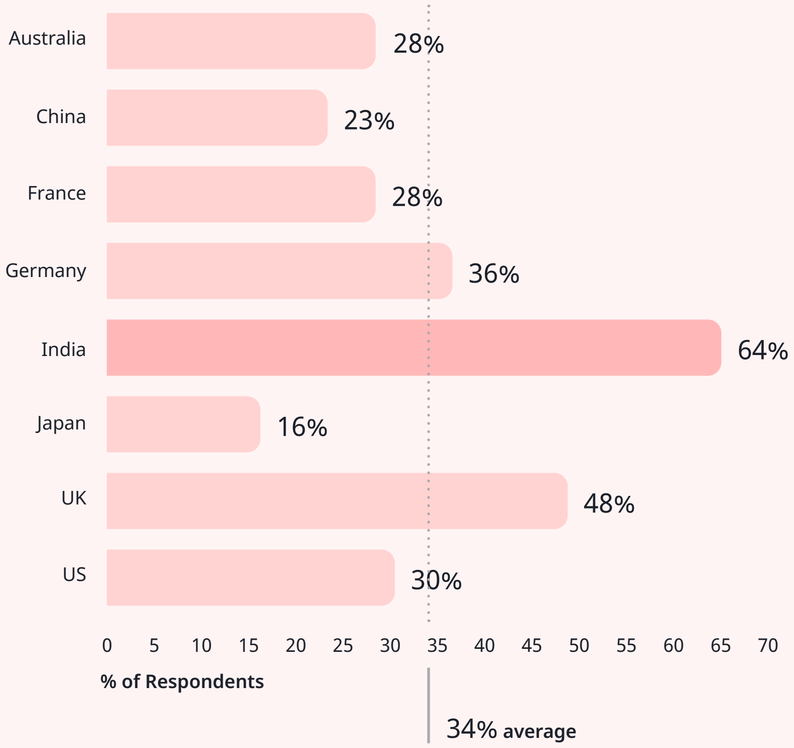
56% say they are confident their entry level workforce has the skills needed to use AI

When examining the communications connected to workplace training, the expected terms appear — employee, technology, and development—but two notable and perhaps less obvious connections stand out: governance and cybersecurity. This suggests that discussions about workplace training are not only about skill-building for operational needs but also about preparing employees to work safely, ethically, and responsibly within secure, well-managed AI and technology environments.

Impact on skills

Our research suggests business leaders are fairly optimistic about the impact of AI on cognitive skills (including critical thinking, research and creativity). Three quarters expect their own information gathering skills to be improved by AI (73%) and two thirds say their creativity will be improved (67%). A slightly lower 61% say their critical thinking skills will be improved (albeit a quarter anticipate these will be reduced). Of course, most leaders will have acquired these skills earlier in their career, so may be using AI on top of them. Notably, however, leaders are similarly positive regarding the skills of junior employees, who may not yet have had the chance to develop those skills in the first place.

Figure 8: Organizations with a learning and development programme to ensure successful delivery of AI training



At the same time, some business leaders think AI can equal or even outperform human ability, with a quarter saying that all or most tasks done by an entry-level colleague could be performed by AI, and a further 35% saying that some could be.

A mixed picture

While the impacts of AI are being felt on workforces everywhere, this is more pronounced in some countries than other, raising the risk of a future business landscape divided between the automated and the human. India is charging ahead with leveraging AI rather than investing in human capital; equally financial services is more focused on reaping the efficiency and productivity benefits than retail or the built environment sector.

Those from bigger firms were more likely to highlight jobs being lost to automation. Although there's agreement that AI is helping to reduce headcount, this varies between SMEs (45%) and large organizations (56%).

More strikingly, while half of large business leaders say junior roles have already been reduced, only 30% say the same from SMEs. The picture that emerges is that larger firms are downsizing and turning to AI at a faster pace. This suggests that in the future, large firms may need to look to smaller firms for skilled workers rather than building their own talent base. This raises questions of fairness and where the costs of training and people development will be felt.

AI workforce

Explore more in our AI, automation and building the skilled workforce of the future report.

Read the report >

Recommendations

Strategy lens: consider long-term organizational needs

The enthusiasm being displayed by businesses globally around AI makes clear that many see it as a race, with the prize being competitive advantage or, at the very least, a way of making organizations more productive and efficient and reducing expenditure on people. Yet the fact that 43% of business leaders say AI investment has taken resources that could have been used on other projects in the last 12 months, coupled with a fall in those saying AI has delivered tangible benefits, suggests more attention could be given to long-term organizational needs.

Where does AI fit into business strategy? What other options could be considered? Is the investment worth the cost and risk? Smart business leaders will be thinking beyond being able to announce AI-driven success in their next annual reports to what AI will mean for them over the next decade.

Check your guardrails

Business leaders come across as confident about the protections they are putting in place around AI, but the figures show many areas of management are lacking and there is a risk of sleepwalking into complacency. Senior figures looking to anticipate future vulnerabilities can benefit from asking questions about how data is being managed in their organization, what formal processes they have in place and what they need to introduce, and whether they are striking the right balance between innovation and compliance or risk management.

Responsible AI management guardrails

Information technology. Artificial intelligence. Management system (BS ISO/IEC 42001) is a first-in-kind AI management system designed to assist organizations in responsibly using AI. It addresses considerations like non-transparent automatic decision-making, the utilization of machine learning instead of human-coded logic for system design, and continuous learning.

BSI offers a package of measures including training and certification to ISO/IEC 42001 >

Have a resilience refresh

With AI investments increasing and efficiency drivers leading the way, it raises questions around whether continuity measure are keeping up. Has potential loss of AI tools been incorporated into continuity planning? If AI tools replace a human, will there be people to then step back in if things go down? From identifying the issues to restoring services, businesses leaders already flag that AI outages would impact their ability to operate, but the metrics don't suggest the processes to mitigate this are well embedded. Similarly to cyber-preparedness, where over time we've seen business leaders recognize the need to have provisions in place for if, not when, an attack happens, those leaders who recognize the same for AI and build it into resilience, and talent, planning may well be one step ahead.

Building confidence in your AI capabilities

Build internal confidence in your approach to AI integration and risk management. Our AI Accelerator Programme puts you in control. It helps you prioritize your AI-related risks, establish strong governance, and offers a flexible framework for managing data, privacy, and cybersecurity.

Explore our AI accelerator programme

Share learnings across sectors

The research is clear that different sectors are experiencing the AI transformation in different ways. Typically, highly regulated sectors like financial services and pharmaceuticals over-index when it comes to governance and regulation. While not every process will need replicating, leaders in less mature sectors can consider what others have in place and any gaps that need addressing so everyone can benefit. Sharing knowledge can help us build a robust global business ecosystem around AI.

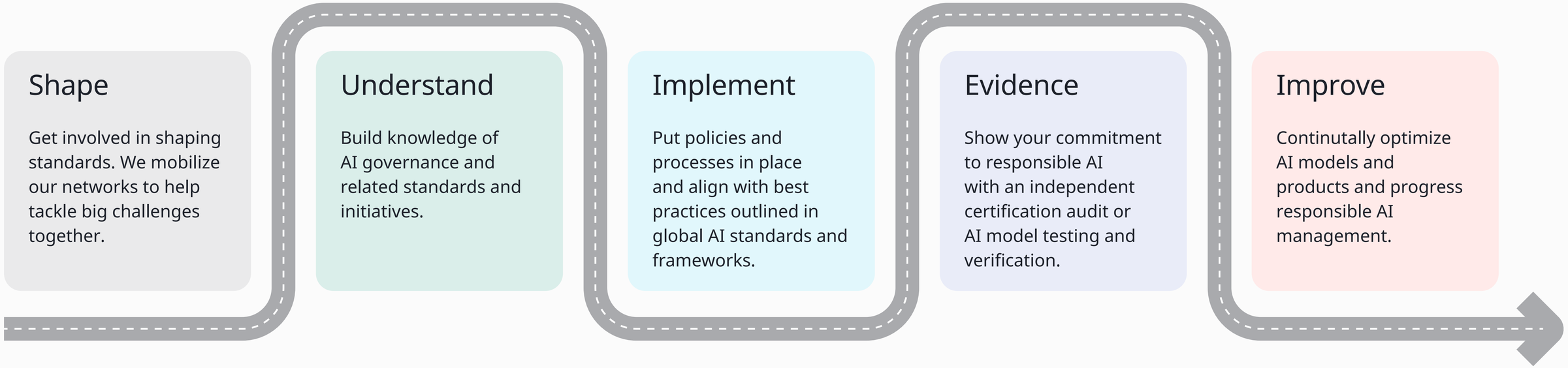
Adopt an AI by-design mindset

AI is not just a priority for the IT or the data teams; it has repercussions for every function. From adopting AI tools to enhance efficiency – be that in marketing, customer services or legal practices – to embedding AI into your organization's environmental and social performance, the questions that arise can be expansive. Do you factor AI into climate resilience planning? Is data centre water usage being considered? What are your data retention policies? How do you prevent duplication with AI applications and needs across the organization? Beyond the processes, applying an AI-by-design mindset can help surface such questions before decisions are made, supporting more future-proofed operations.

AI governance journey with BSI

Our research identifies an opportunity to accelerate AI governance. With the right knowledge, skills, people and processes in place, you can create a springboard to enable innovation underpinned by responsible AI.

BSI has a range of services to support organizations on this journey.



Shape

Mobilizing networks to tackle societies biggest challenges.

BSI is uniquely positioned to bring communities together to shape standards of best practice, both nationally and internationally.

Collaborating with industry, government, and society we identify areas where standardization can deliver benefit and invite open participation along the journey.

Our experts apply rigour, independent facilitation, and consensus building. We partner to shape credible good, or best, practice to meet specific client needs:

- Accelerate confidence in innovation by sponsoring a BSI fast-track standard
- Customize a pathway to develop and enhance effective best practice and standards that you manage or own. **Find out more**.

You can **get involved in helping to develop standards**. Join our committees or comment on draft standards to help influence international best practice outputs.

Understand

AI standards

Access the latest agreed terminology and best practice guidelines.

BS ISO/IEC 42001:2023, Information Technology — Artificial intelligence — Management system

BS ISO/IEC 42005: 2025, Information Technology — Artificial Intelligence — AI system impact assessment

BS ISO/IEC 42006:2023, Information Technology — Artificial Intelligence — Requirements for bodies providing audit and certification of AI Management systems

BS EN ISO/IEC 23894:2024, Information technology. Artificial intelligence. Guidance on risk management

PD ISO/IEC TR 24368:2022, Information technology. Artificial intelligence. Overview of ethical and societal concerns

PD ISO/IEC TR 24028:2020, Information technology. Artificial intelligence. Overview of trustworthiness in artificial intelligence

PD CEN/CLC ISO/IEC TR 24027:2023, Information technology. Artificial intelligence (AI). Bias in AI systems and AI aided decision making

PD CEN/CLC/TR 18145:2025, Environmentally Sustainable AI

PD ISO/IEC TR 27563:2023, Security and privacy in artificial intelligence use cases. Best practices

BS ISO/IEC 38507:2022, Information technology. Governance of IT. Governance implications of the use of artificial intelligence by organizations

BS/AAMI 34971:2023, Application of ISO 14971 to machine learning in artificial intelligence. Guide

PD ISO/IEC/TS 4213:2022, Information technology. Artificial Intelligence. Assessment of machine learning classification performance

BS ISO/IEC 24668:2022, Information technology. Artificial intelligence. Process management framework for big data analytics

PD CEN/CLC ISO/IEC TR 24029-1:2023, Artificial Intelligence (AI). Assessment of the robustness of neural networks – Overview

BS EN ISO/IEC 22989:2023, Information technology – Artificial intelligence – Artificial intelligence concepts and terminology

BS 30440:2023, Validation framework for the use of artificial intelligence (AI) within healthcare

PAS 440:2020, Responsible Innovation guide

BSI Knowledge

Instantly access, view, and download over 100,000 international standards with a subscription to our standards management system. Access tracked changes, streamline operations and enable knowledge sharing across your business. Explore more here.

AI training

Develop team knowledge on AI management:

- ISO/IEC 22989 understanding terminology
- ISO/IEC 42001 requirements
- Understanding AI in the workplace
- Introduction to AI neural networks
- AI literacy training
- The EU Artificial Intelligence Act training

AI programmes

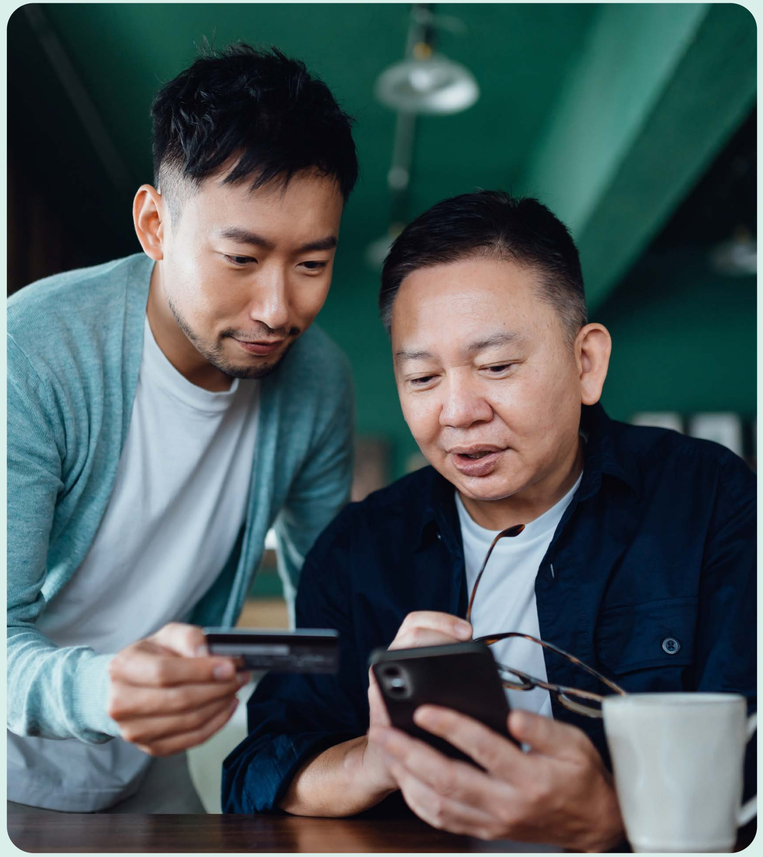
Get involved in standards communities and programmes to access latest thinking:

- AI Standards Hub – global network
- BridgeAI (UK only) SME resources, events, community
- ContestAI – concept development group

AI resources

Gain insights to enhance your knowledge:

- Little book of AI
- EU AI Act whitepaper
- EU AI Act meets Medical Device Regulation (MDR) whitepaper
- AI management system essential insights whitepaper



Implement

AI governance needs analysis

Identify where your AI risks are and what is your current priority – your internal capability to manage AI risks or AI governance and risk management practices to evidence responsible AI externally to stakeholders across the supply chain. Our teams can help identify the AI verification or certification solution to meet your governance and risk needs. Get in touch.

Upskill your teams

Enhance your AI governance knowledge and learn implementation or audit skills so you can get the most out of the management system.

- ISO/IEC 42001 implementation training
- ISO/IEC 42001 internal auditor training
- ISO/IEC 42001 lead auditor training
- AI governance professional training
- AI impact assessment training
- Bias in AI systems and AI decision making training
- Assessing robustness of neural networks training

AI management system pre-certification assessment

See how much you already have in place with our free readiness checklist — or explore a separate pre-certification assessment to gain expert insight into your ISO/IEC 42001 implementation journey.

Evidence

AI governance verifications

Verify the function of your AI models or algorithms through independent testing against risk management best practices and metrics for performance, robustness and fairness.

Build internal confidence in your approach to AI integration and risk management. Our AI Accelerator Programme puts you in control. It helps you prioritize your AI-related risks, establish strong governance, and offers a flexible framework for managing data, privacy, and cybersecurity.

AI in medical devices

Ensure the effective integration of AI systems into medical devices with our AI system review under the EU Medical Devices Regulation (MDR) and In Vitro Diagnostic Regulation (IVDR). Find out more.

AI management system (ISO/IEC 42001) certification

AI management system certification (ISO/IEC 42001) demonstrates externally your commitment to responsible AI. It is formed of two stages. Stage 1 involves initial documentation review. Stage 2 is the final audit looking at the complete management system

Upon the award of your certification, you will receive a BSI Mark of Trust that can be used by your organization to celebrate your achievement and demonstrate externally your commitment to responsible AI management.

bsi
ISO 42001
Artificial Intelligence Management System
CERTIFIED

Improve

Progressing responsible AI management

- Maintain your ISO/IEC 42001 certification with annual audits.
- Every three years a re-certification takes place, ensuring a full review.
- Uncover predictive analytics and audit trends with BSI Connect Portal.

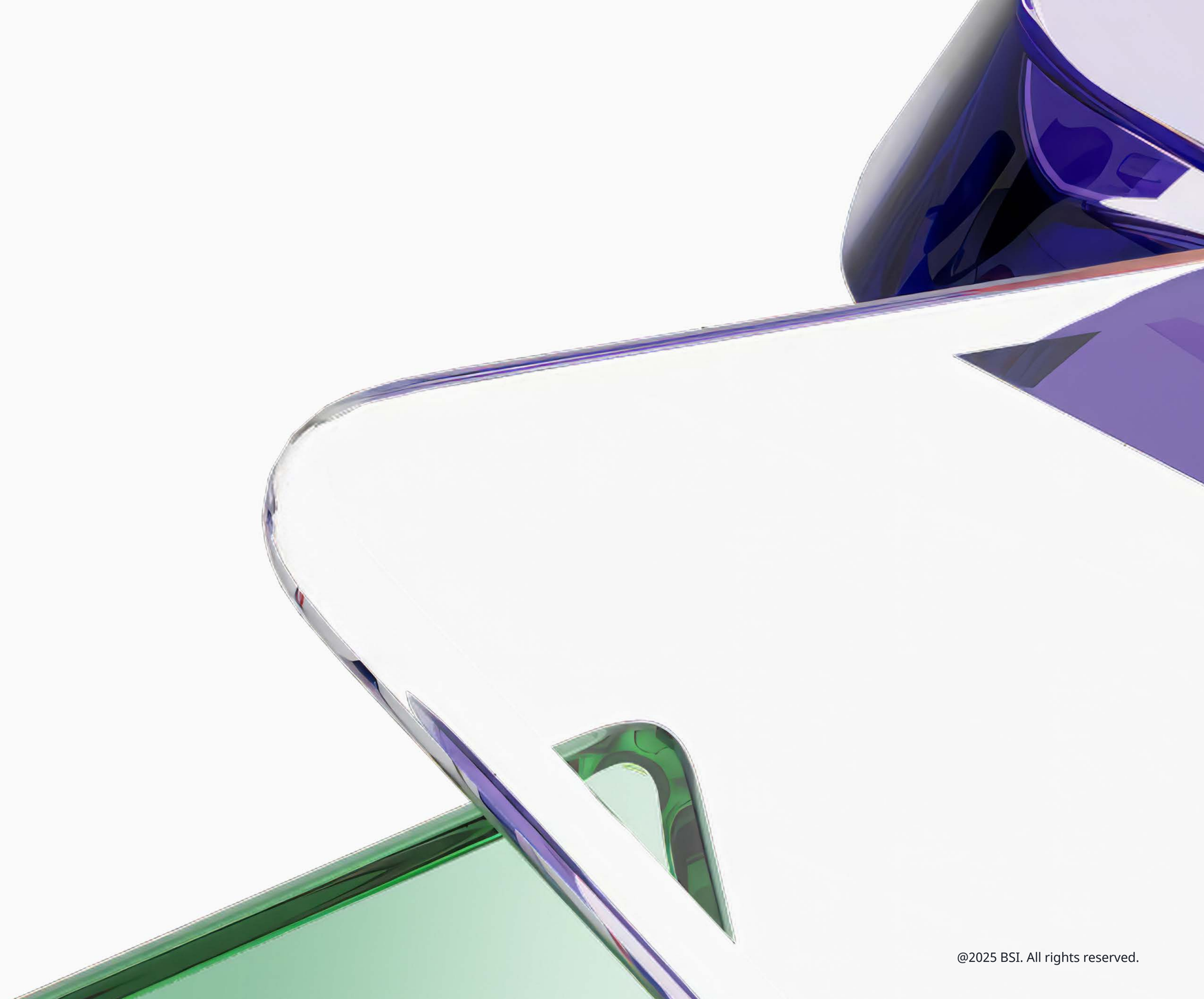
Keep up to date

- Upskill new team members with the relevant training
- Access latest insights – from regulatory reviews and analysis to standards ecosystem to market perception. Join our newsletter or follow us on LinkedIn.

Integrated management systems

AI management is just one of many systems organizations can use to bring in good governance. From information security to quality management there are robust frameworks, with the same high-level structure as ISO/IEC 42001, making it easier to help build your resilience.

Your partner
in progress



References

1. The sectors included Technology, Pharmaceuticals, Fast-Moving Consumer Goods (FMCG), Financial Services, Transport, and the Built Environment.
   The markets represented were the UK, US, Japan, China, Europe, Oceania, and India. Research was conducted using a proprietary model developed by Burson, a global communications and research agency.
2. Polling was conducted by FocalData between 14 and 25 August 2025 and covered Australia, China, France, Germany, India, Japan, the UK, and the US.

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