

ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) represents a versatile technology with the capacity to enhance human welfare, foster sustainable global economic development, stimulate innovation and efficiency, and address significant global issues.

Its application spans various sectors including manufacturing, education, finance, transportation, healthcare, and security. While offering substantial advantages, AI also poses challenges for our societies and economies.

The European Association of E-Pharmacies (EAEP) recognizes the transformative potential of AI in the healthcare sector, particularly for pharmacies operating digitally. Through AI-driven tools, pharmacists can make informed decisions (e.g. cross-reference prescribed medications with patient profiles, check drug interactions, contraindications, and dosing adjustments) and ensure the best possible health outcome (e.g. real-time alerts and recommendations to patients).

As advocates for responsible innovation, guided by principles of transparency, accountability, privacy, fairness, safety, and human oversight, we believe that the ethical use of AI is paramount in safeguarding patient rights, ensuring quality healthcare delivery, and fostering trust in e-pharmacy services. Building upon the principles on AI put forward by the OECD¹ and by the United Nations², the EAEP outlines its stance on the ethical use of AI for the online pharmacy sector in Europe, with a view to upholding the highest standards of ethics and integrity in the digital health landscape.



PRINCIPLES FOR ETHICAL USE OF ARTIFICIAL INTELLIGENCE (AI)

- 1 CAUSE NO HARM**
AI systems should have no adverse affects on any individual or collective. Human rights and fundamental freedoms must be protected. Social, cultural, natural, political environments must be safeguarded.
- 2 PURPOSE, NECESSITY & PROPORTIONALITY**
The use of AI systems, including the specific AI method(s) employed, should be justified, appropriate in the context and not exceed what is necessary and proportionate to achieve legitimate aims.
- 3 SAFETY AND SECURITY**
AI systems must be robust and designed to minimise safety and security risks.
- 4 FAIRNESS AND NON-DISCRIMINATION**
AI systems should be fair and free from bias.
- 5 SUSTAINABILITY**
AI should aim to promote environmental, economic and social sustainability.
- 6 PRIVACY AND DATA PROTECTION**
AI systems should use privacy by design and privacy by default. Data must be processed in a lawful, fair and transparent manner.
- 7 HUMAN AUTONOMY AND VERIFICATION**
AI systems should not overrule the autonomy of human beings, and should be subject to human verification as life and death decisions should be subject to human intervention.
- 8 TRANSPARENCY**
AI systems should not be a 'black box' technical clarification and explanation should ensure that they can be understood by humans.
- 9 ACCOUNTABILITY**
AI systems should be subject to assessment and due diligence - including whistleblower protection.
- 10 DIVERSITY AND INCLUSION**
AI systems should be designed in an inclusive manner and promote equality.

