

Unlocking Trust: A Blueprint for AI Safety

Pam Snively
Chief Data & Trust Officer
TELUS



Earning trust makes business sense



Privacy matters
more than ever

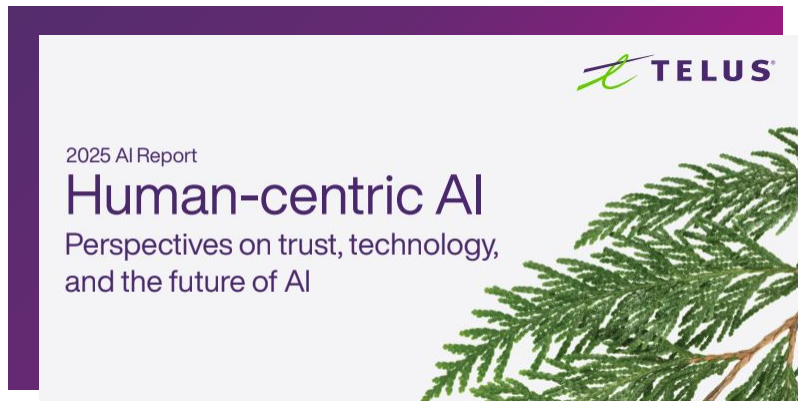


Reputation for how
personal information is
treated changes the
perception of the
company or brand



Trust in a company
increases likelihood of
buying its products or
using its services

Trust in AI is built around hopes and fears



Source: Upcoming 2025 TELUS AI Report, telus.com/ResponsibleAI

74%

AI users believe that AI has improved how they complete their daily tasks

58%

Believe that AI can improve their quality of life in the long term, despite perceived risks

70%

Believe AI poses serious risks that society is not fully prepared to address

32%

Concerned about AI replacing their jobs

We are facing a crisis of trust

Stakeholders' levels of trust in technology have been increasingly challenged by societal forces



Image generated by Fuel iX in April 2025 with the prompt, "Image of a broken chain"

AI safety in a post-truth era



Americans and
Canadians are more
willing to trust companies
that employ data ethics
experts

Despite increasing distrust in
institutions and even academics
globally, the public wants
development of AI done with experts,
such as data ethicists, involved.

AI innovation must be human-centric.



The value of a data culture

Data culture's impact

- Acts as foundation for data trust
- Ties data trust more closely to your brand
- Overcomes reticence risk
- Empowers a data-informed team member base to improve processes and create value for stakeholders

Data & AI literacy



Engaging all team members with general and tailored learning



Driving value-based data use, prioritizing safety, security & trust



Preparing team members for skills they need today - and tomorrow

AI risk management must consider the benefits, too



Only by redefining comprehensive data risk management, can AI's potential societal good and business value be realized.

TELUS' Purple Teaming approach

TELUS' Purple Teaming approach is our award-winning collaborative method for identifying weaknesses, vulnerabilities, and gaps through adversarial testing of GenAI.

This helps us improve our understanding of potential GenAI risks and enhance our mitigation strategies supporting validity and robustness.



Steep increase on ROI on Data Governance

AI's rapid growth has clarified the business value of solid data governance.

Demonstrable
trustworthiness

Efficiency /
agility

Effective data processes and architecture ensure efficient data sharing, goals, tools, priorities

Find & trust
data

Metadata management, data mapping & inventories, and data quality programs

Data
democratization
& upskilling

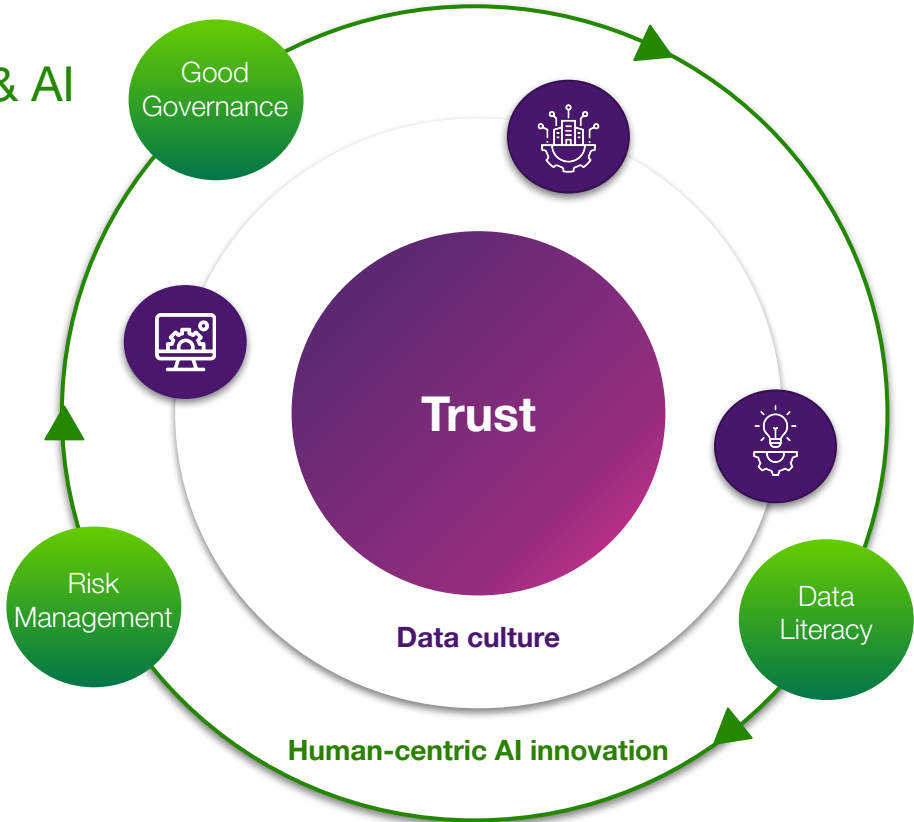
Robust data stewardship and other democratization functions

AI success requires trust - and trust requires AI safety

Human-centric data & AI practices

Reduced risk - and increased benefit - to brand and business

Data is enabled and teams are empowered - with expert oversight



Trustworthy & trusted data culture

Better decision-making, faster, for more innovative solutions

Building future-proof, skills-ready team and practices

Let's make the future friendly



telus.com/Trust