

## AT A GLANCE

**Founded:** 2026**Launched:** 2 September 2026**Founder:** Stephen Whitelaw**Organisation:** Independently operated initiative run on a not-for-profit basis**Purpose:** Helping organisations use artificial intelligence safely, responsibly and with confidence**Certification:** Free, declaration-based Responsible AI certification**Website:** [www.raiuc.org](http://www.raiuc.org)

## HOW RAIUC CERTIFICATION WORKS

Organisations can voluntarily agree to follow all 10 Responsible AI Commitments and receive RAIUC certification.

### KEY FACTS

- Certification is completely free
- Certification is declaration-based
- Certificates are publicly verifiable
- Each certificate has a unique certificate number
- Certification lasts for 12 months
- Organisation-wide and department-level certification are available
- Annual renewal is free

**RAIUC certification records an organisation's stated commitment to follow the 10 Responsible AI Commitments.**

**It is not an independent technical audit, legal assessment, product endorsement, statutory approval or guarantee of regulatory compliance.**

## WHAT IS RAIUC?

RAIUC is an independently operated initiative run on a not-for-profit basis created to make responsible AI easier for organisations to understand and put into practice.

RAIUC provides a practical framework built around 10 Responsible AI Commitments covering areas including transparency, human oversight, privacy, security, fairness and accountability.

The campaign is designed for organisations using AI in everyday work, including businesses, charities, educational organisations, public bodies, departments and teams.

## THE 10 RESPONSIBLE AI COMMITMENTS

- |                        |                            |
|------------------------|----------------------------|
| 1. AI Transparency     | 6. Safe Automation         |
| 2. Human Oversight     | 7. Responsible Content Use |
| 3. Data Responsibility | 8. Workforce Impact        |
| 4. Bias Awareness      | 9. Environmental Awareness |
| 5. Security & Privacy  | 10. Accountability         |

The commitments provide organisations with a clear and practical starting point for responsible AI use.

## FOUNDER

Stephen Whitelaw is the founder of the Responsible AI Use Campaign.

A Scottish technology entrepreneur and AI educator, Stephen has spent more than four decades working with technology. He founded RAIUC with the aim of making responsible AI guidance practical, understandable and accessible to organisations of all sizes.

## MEDIA & CONTACT

**Website:** [www.raiuc.org](http://www.raiuc.org)

**Media resources:** [www.raiuc.org/mediapress](http://www.raiuc.org/mediapress)

**Media enquiries:** [press@raiuc.org](mailto:press@raiuc.org)

Interviews, speaking enquiries, background information and approved media assets are available on request.



Scan for media resources