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Foreword

Artificial Intelligence (AI) is reshaping our world at breakneck speed. As the influence of AI deepens, ethical monitoring has shifted from being a luxury to an urgent imperative.

My journey into AI Ethics began with a simple intention: to inspire women contemplating a leap into technology. But as my research unfolded, I discovered something more profound – a responsibility to contribute a practical tool that could guide businesses and individuals through ethical challenges of AI.

In 2024, I completed academic research at two interconnected companies. While confidentiality agreements prevented me from publishing the raw findings, the insights were revelatory. I examined an AI system through the lens of Traceability, following the EU's Ethics Guidelines for Trustworthy AI (2019) and the Assessment List (ALTAI) Framework (2020) Followed with the Law & Regulations by the AI-Act (2024). What I uncovered were significant gaps in AI Traceability. Gaps that existing literature had flagged but that remained unaddressed. This discovery drove me to dig further and eventually develop the Holistic Traceability Model (HTM).

With this book I unveil the HTM, based on my research and outcome, while demonstrating how it can empower non-technical stakeholders and companies to build Ethical AI systems to shape the future with AI. It advocates for the inclusion of non-technical voices in AI decision-making, to ensure that ethical considerations

are not bulldozed by technical complexity or economic pressure. It also assists companies' AI Design and Development Team in Communication with non-technical people.

I've written this for business leaders, policymakers, legal professionals, compliance officers, researchers, educators, and anyone whose life intersects with AI. My mission is to create a clear bridge between technical AI development and ethical monitoring.

The launch of GenAI and ChatGPT in 2022 marked a societal inflection point where AI went mainstream overnight. AI Ethics transformed from a specialized concern into a global conversation that desperately needs more voices advocating for responsible development.

AI innovation races forward, often prioritizing profit over ethical guardrails. Companies charge ahead, sometimes blind to risks like bias, Accountability gaps, and fairness violations. I envision a different future, one where users, regulators, business leaders, and developers unite to demand AI systems built with Human-Centric reasoning.

This book represents my contribution to that vision. Written in accessible language, it challenges companies and development teams to pause and embrace a more ethical, balanced approach. It also challenges AI-users to learn how to contribute their share in the development of a Better Human Centric AI.

Introduction

When an AI system makes a life-changing decision, for example, approving a loan, diagnosing a disease, or determining a prison sentence, and no one can explain why, we face a critical problem that demands immediate attention.

But before we explore solutions, let me show you what inspired this book.

📧 a 7-page marketing e-mail generated by AI

On June 30, 2025, at 9:47 am, I opened my work e-mail inbox to find seven pages of AI-generated nonsense masquerading as professional Communication. What started as mild annoyance quickly became fascination –a perfect case study had landed directly in my inbox, illustrating everything wrong with how we are implementing AI in business today.

This wasn't just another bad sales e-mail. It was a window into a much larger problem reflecting how companies and employees and perhaps our entire society are being overwhelmed by the current AI-hype. We're witnessing a global business pandemic, but unlike COVID-19, seemingly this one is positive because it's about AI. Yet I can't shake the feeling that in a few years, I might be thinking "I warned you" as we finally see the dark side

that the majority, blinded by the bright promises of Artificial Intelligence, currently ignores.

Don't get me wrong – I'm genuinely excited that we have AI to assist us with many tasks and make our lives easier. But with this power comes the responsibility to understand, get educated, help others, make the right choices, and act accordingly.

That is exactly why I decided to dissect this random, poorly instructed AI-generated e-mail that arrived in my inbox for no good reason and use it as a central case study for this book.

The goal isn't to demonize AI or the person from a company that sent this e-mail, but rather to use this real-world example as a learning opportunity. Every organization that implements AI will face similar pressures and challenges.

The question is whether we'll learn from examples like this one or repeat the same mistakes on an even larger scale. Welcome to the perfect storm of business pressure versus Ethics and more importantly, welcome to the conversation about how we can weather that storm together.

My Quick 2-cent Analysis

- *Mail is long! 7-page A4 format.*
- *Approach lacks engagement. i.e. it's not human.*
- *Sentences in gibberish make no sense.*
- *Missing context, a ChatGPT layout.*
- *Jumping from topic to topic without connection or explanation, e.g. from Strategy, Infra-IT, Business goals, to Data-Cyber security – lack of Communication.*

Conclusion: *A great example of bad usage of GenAI.*

This e-mail became more than an annoyance; it became a perfect teaching tool! And, throughout this book, I am returning to it, repeatedly, at each part, using it to illustrate different aspects of AI Ethics, Governance, and Traceability.

You will find in **Chapters 1 to 4** this case viewed through different lenses: Ethics, Transparency, traceability, and implementation. The Conclusions and practical guidance for companies, society, and individuals is on **Chapter 5**.

Think of it as our case study, our cautionary tale, and our call to action.

But just before we dive into the analysis and you continue with reading this book, I suggest you read the full 7 pages e-mail, with anonymized details for privacy reasons, to inform you with the details. The navigation details to the Book Bonus you find at the end of this and at all chapters.