

BHBIA AI Guidance Resources

A collection of current and upcoming guidance resources in one easy access document

If navigating the Legal and Ethical legislation, guidance, and advice for the use of Artificial Intelligence in Healthcare market research is leaving you feeling a little lost, the BHBIA has collected a pool of suggested organisations, principles, guides, and webinars hosted by thought leaders in this space into one easy access point. Use the signposts below to guide you through this emerging space.

Fundamental Principles:

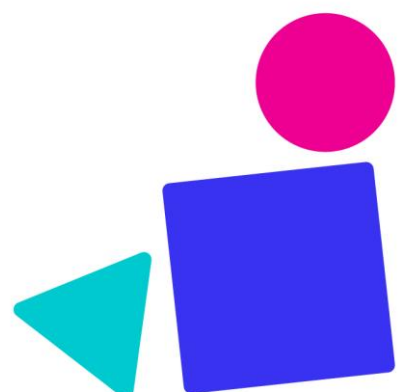
In any project you should always consider the following principles, this is still the same with a project that will potentially use AI to process data:

- **Will personal data be collected?**
- **Do you have consent to process it?**
- **Are you aware of the risks?**
- **Have you conducted Privacy and Data Protection due diligence checks?**

BHBIA Quickguides:

The following BHBIA Quickguides cover current guidance on these fundamental principles – click the link to open:

- [Sharing Personal Data](#)
- [Legal Grounds for Data Processing](#)
- [Consent Guidelines](#)
- [Consents for Market Research](#)
- [Risk and Privacy Impact Assessment](#)
- [Due Diligence and New Technologies](#)
- [Data Security including Breaches and International Transfers](#)



What industry discussions are taking place?

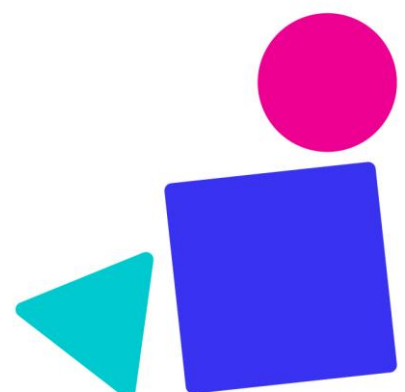
The following online events and documents are useful resources to keep up to date:

- **Ephemra AI Community Launched Sept 23**
[Ephemra AI community launch](#)
- **BHBIA ECC Webinar Dec 2023 – The Final Word**
[BHBIA Webinars: ECC The Final Word 2023](#)
ECC member Yuliya Fontanetti presented the “Compliant Use of AI” session in the committee’s wrap up of the year webinar. Members can access the recording and slides with the link above.
- **How to Utilize Lawful Ethical AI Effectively in Healthcare Research with Jessica Santos, Oracle Life Sciences.**
Intellus webinar 20th March 2024 10:30 AM ET (3:30PM GMT)
Jessica is a member of the BHBIA Ethics and Compliance Committee – she will be presenting this webinar for Intellus Worldwide soon.

If you’re not an Intellus member find out how to view their post event recordings as a BHBIA member [here](#)
- **MRS: AI Guidance and using related technologies DRAFT**
[Guidance on using AI and Related Technologies](#)
MRS has produced this DRAFT guidance to help practitioners act legally and ethically when using Artificial Intelligence (AI) and AI related technologies. MRS has referred to other AI ethics frameworks in compiling this guidance to ensure that the MRS approach is compatible with other business, legal and societal frameworks. This guidance applies to all MRS members and MRS Company Partners and should be read in conjunction with the MRS Code of Conduct.

What other legislation or guidance is expected?

- EU Legislation – EU AI Act expected 2025
- US Legislation – Blueprint for AI Bill of Rights
- UK Legislation – Currently “[A Pro-Innovation approach to AI regulation](#)” policy paper which will be supplemented by industry specific guidelines (MHRA etc.)



What guidance should Business Insights expect?

- BHBIA Guidance coming soon
- MRS Guidance following DRAFT document above

Key organisations to consult:

- [BHBIA](#)
- [MRS](#)
- [ICO](#)

BHBIA Certification:

- [Legal & Ethical Guidelines - for Market Researchers](#)
- [Legal & Ethical Guidelines for Data Analysts](#)

If in doubt, submit a guidelines query to ask for support

[Guidelines Query](#)

Keeping you informed about changes in the UK legal and ethical environment

Information provided by the BHBIA is not legal advice. If a legal opinion is required, this should be sought separately.

