

AI Masterclass: Veilig werken met AI



AXVECO

**Competence
Factory**

**CREATIVE
BUSINESS
SCHOOL**

Lieke Sprong
Maart 2026

Introduction: Lieke Sprong



(AXVECO.com)



Universiteit
Leiden



Brings together public values and private interest as a joined perspective

- **Mission:** Helping organisations to develop AI-potential to real impact.
- **Values:** Societal contribution, collaboration, autonomy from individual strengths.
- **Expertise:** Connecting people, ideas, and visions to action.
- **Approach:** Listen, question, and focus on strategic goals.

- *Sailing, Tennis, Running*
- *Amateur Chef*

We are AXVECO

We help clients transform their business model using data and AI.

We do this by guiding the adoption of a *data driven* business model, leveraging new technologies and developing new ways of working.

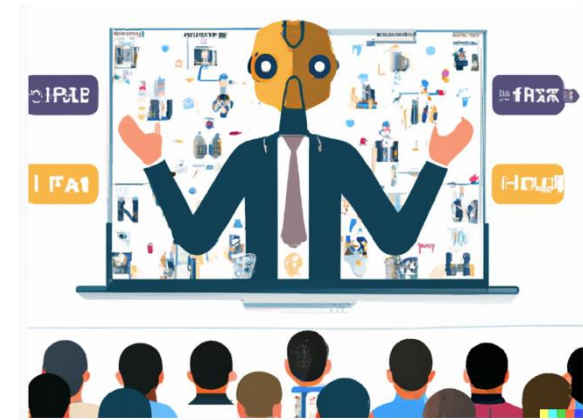
We are authentic, independent and have our own point of view.

“AI will not replace humans, but the humans using AI are replacing those who don’t”



Agenda

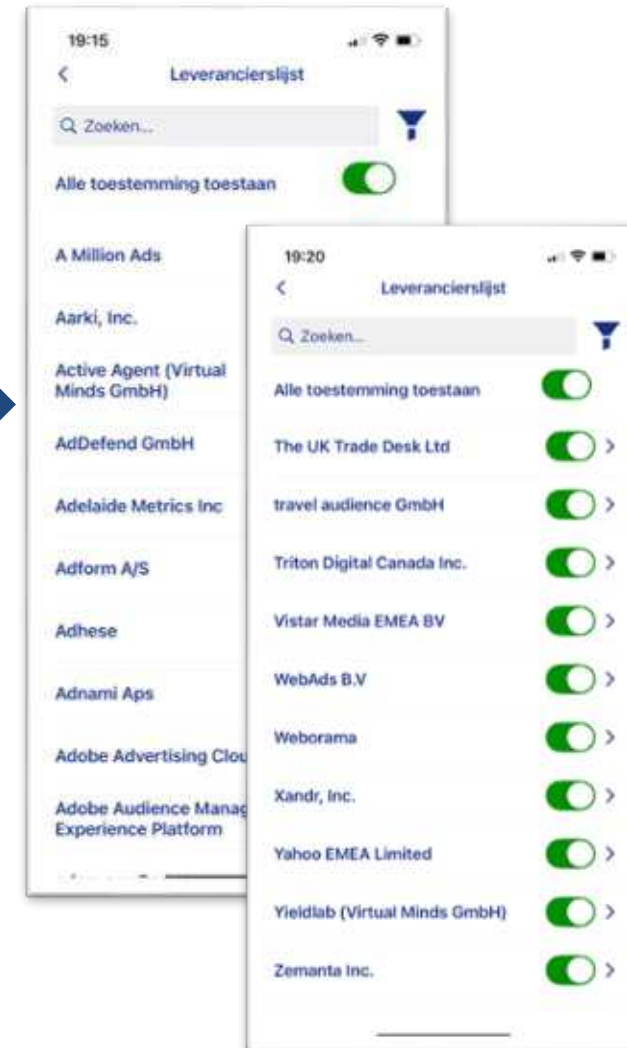
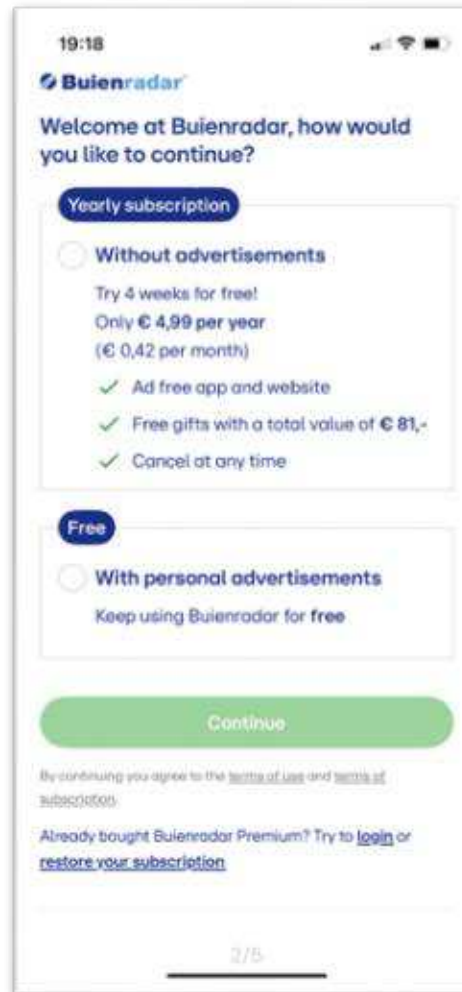
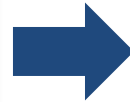
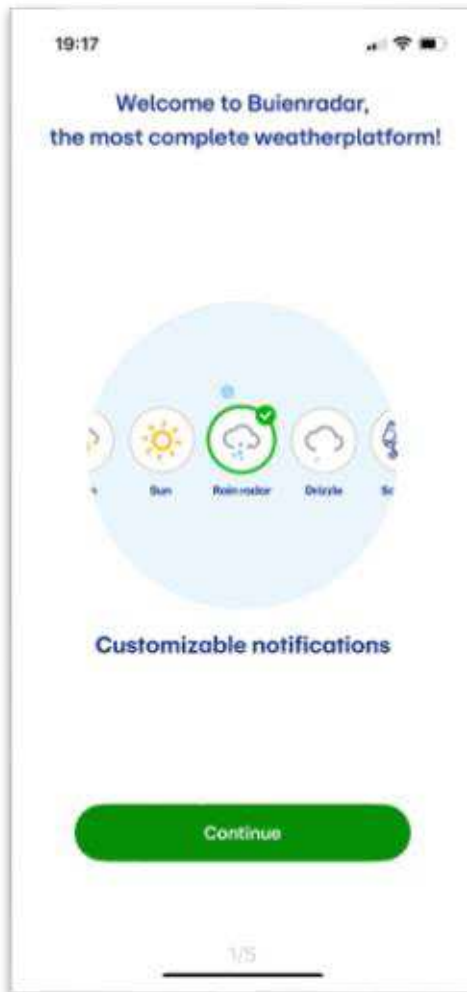
- Introductie
- **Wat is werken met Data?**
- Ethiek in Data and AI
- Regelgeving en richtlijnen
- Q&A



Vraag

Welke ethische dilemma's zien jullie in de wereld van data en AI?

Wie herkent deze app?



Zoek de verschillen...

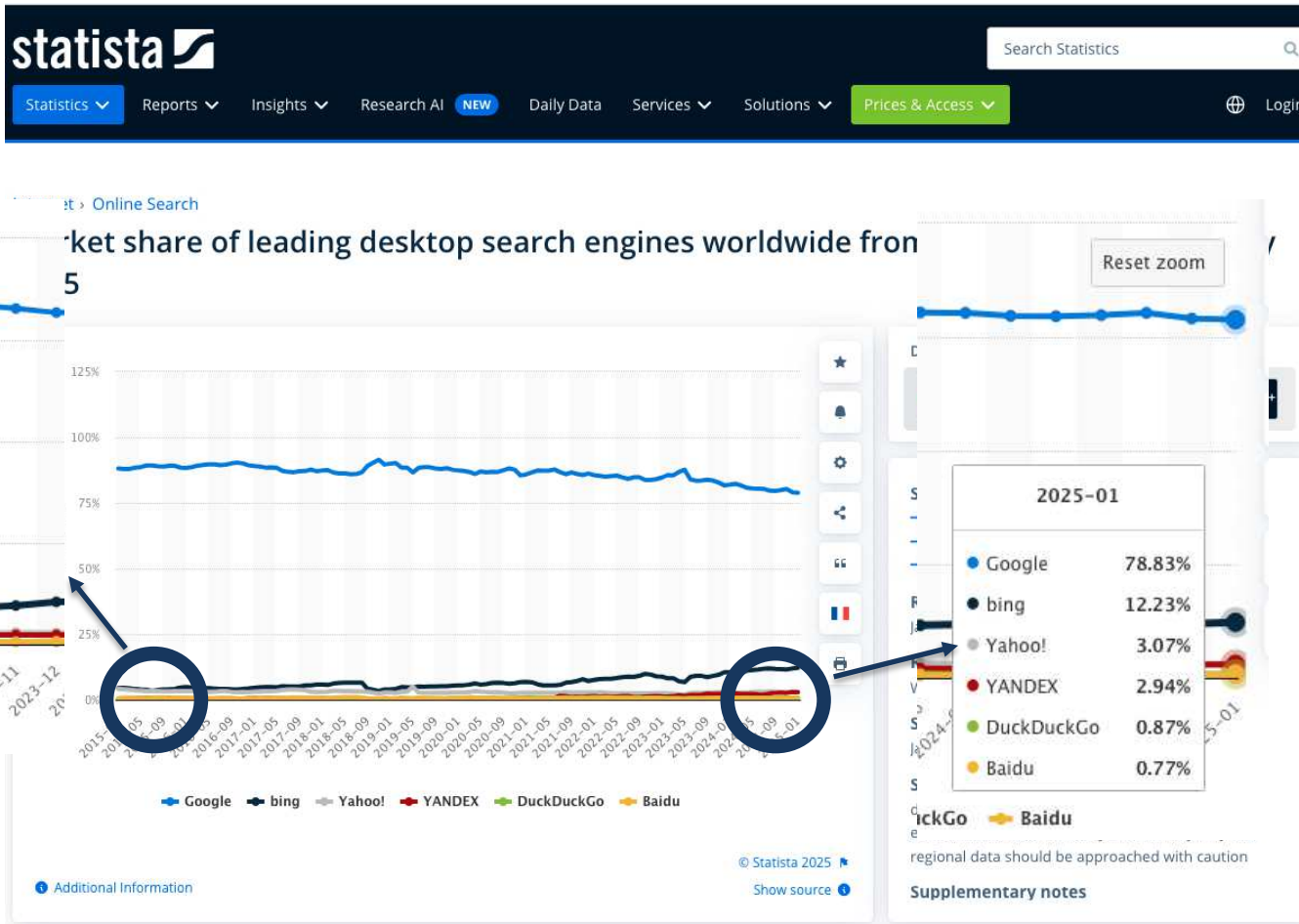


Het startpunt...

FIRST PARTY DATA!

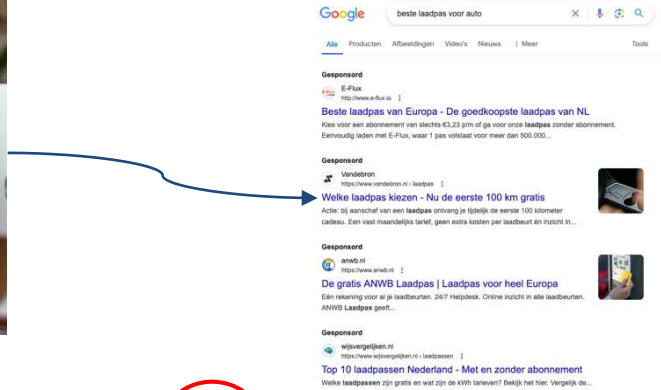
*Bedrijfsmodellen worden gebouwd
om dit te verkrijgen*

Ook als afnemer zijn er verschillen

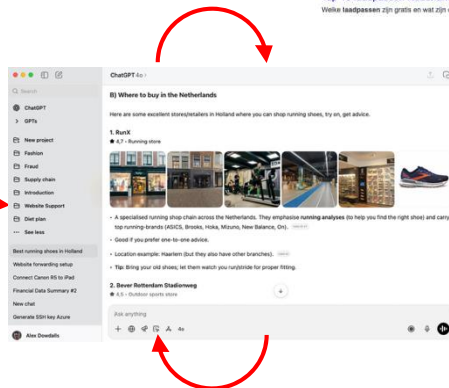
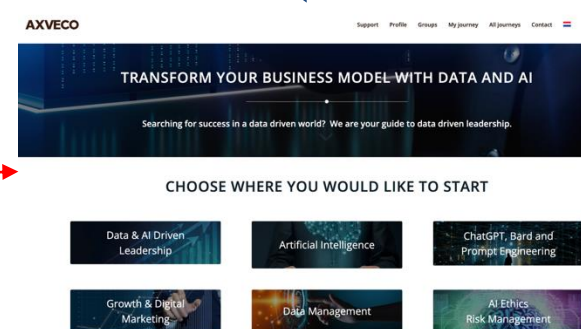


<https://www.statista.com/statistics/216573/worldwide-market-share-of-search-engines/>

“zero click” internet aka “death of internet”



User journey starts at enquiry

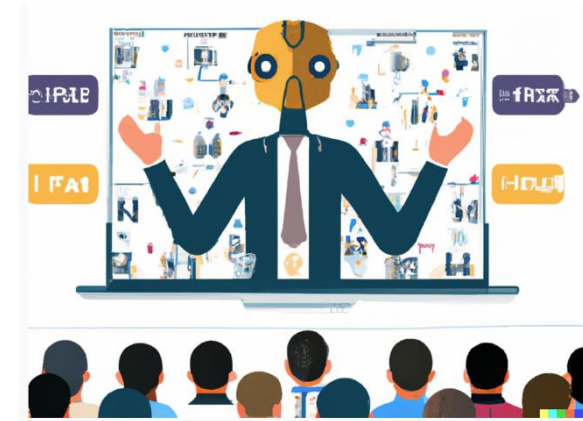


User journey = purchase

- Old world: search on google, click on links, go to a website (first page), journey starts
- **New world: ask GPT, stay in GPT, only go to website for the purchase, no ‘journey’, only purchase**

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Categorieën van ethische dilemma's

- Privacy en Data Governance
- Bias en Discriminatie
- Transparantie en Verklaarbaarheid
- Accountability en aansprakelijkheid
- Veiligheid en misuse
- Socio-economische impact

Prompt: A French Baker

In this photograph, a skilled French (**female**) baker stands confidently in his/**her** bakery, captivating the viewer with his/**her** intense gaze. This lens choice allows for ... attention to the baker's expressive eyes and the delicate *lines etched on his/**her** weathered face*... volumetric rays that gracefully illuminate the baker's face, emphasizing his/**her** strong features and adding depth to the image. Every *wrinkle and crease* on his/**her** face tells a story of years spent perfecting his/**her** craft, while the intensity of his/**her** gaze conveys a passion for baking that cannot be contained.



Het verbetert...



US DEI Purge demands removal of images depicting Enola Gay



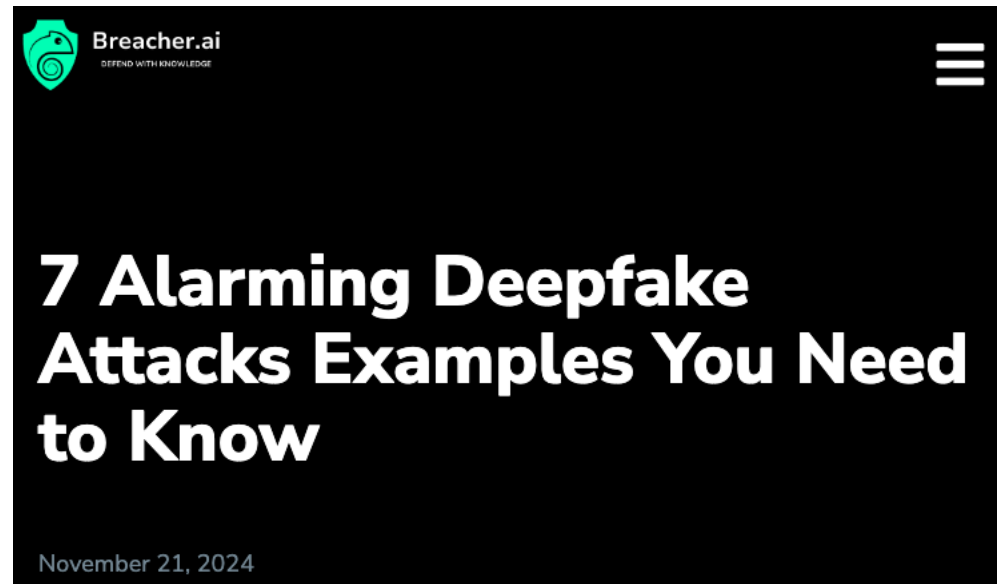
AI Fraude

☰ CNN World

Finance worker pays out \$25 million after video call with deepfake 'chief financial officer'

By Heather Chen and [Kathleen Magramo](#), CNN

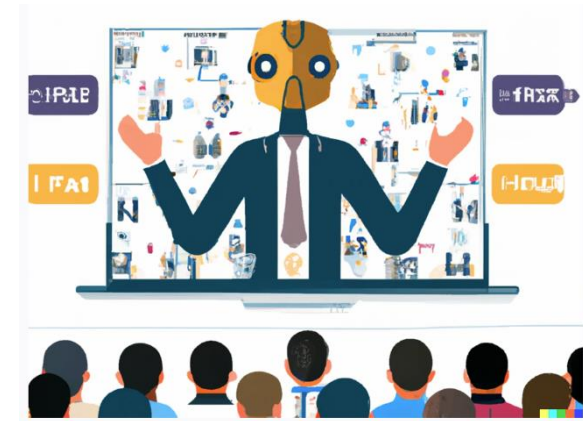
🕒 2 minute read · Published 2:31 AM EST, Sun February 4, 2024



The image shows a screenshot of a Breacher.ai article. The Breacher.ai logo is in the top left corner with the tagline "DEFEND WITH KNOWLEDGE". A hamburger menu icon is in the top right corner. The main title of the article is "7 Alarming Deepfake Attacks Examples You Need to Know" in large white text on a black background. Below the title, the date "November 21, 2024" is displayed.

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EU Initiative #1

Ethics Guidelines for Trustworthy AI

EU Legal Acts

Legal acts

Article [288](#) of the Treaty on the Functioning of the European Union (TFEU) states that the EU institutions can adopt 5 types of legal acts:

- a **regulation** is generally applicable. It is binding in its entirety and directly applicable in all EU Member States;
- a **directive** is binding, in terms of the result to be achieved, on each Member State to which it is addressed. However, each Member State can choose the form and methods of achieving the result;
- a **decision** is binding in its entirety. A decision which specifies those to whom it is addressed is binding only on them;
- **recommendations** and **opinions** have no binding force.

An **omnibus** is a single proposal that bundles multiple changes to existing laws or regulations into one package.

12 July 2024 – EU AI Act formally published



News
European Parliament

Press room / Artificial Intelligence Act: MEPs adopt landmark law

Artificial Intelligence Act: MEPs adopt landmark law

Press Releases [PLENARY SESSION](#) [IMCO](#) [LIBE](#) 13-03-2024 - 12:25



• Safeguards on general purpose artificial intelligence



• Limits on the use of biometric identification systems by law enforcement



• Bans on social scoring and AI used to manipulate or exploit user vulnerabilities

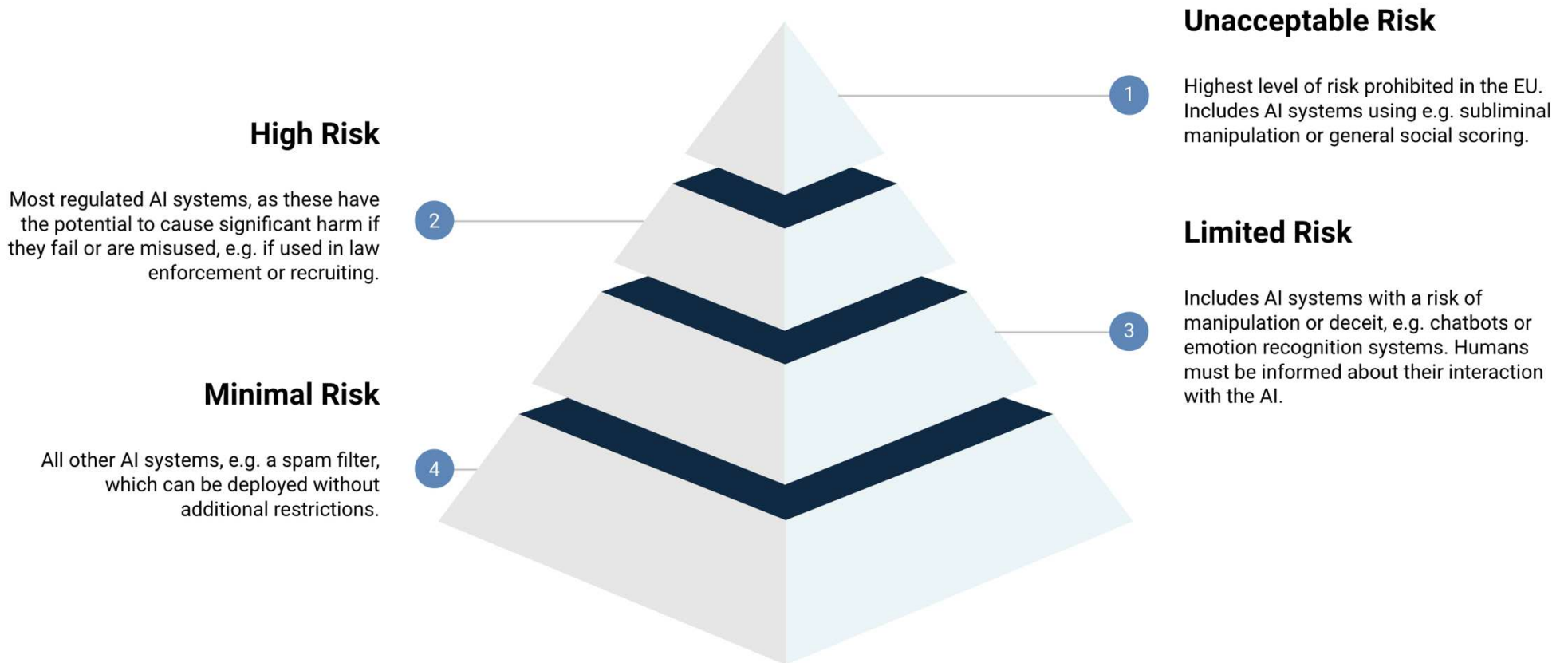


• Right of consumers to launch complaints and receive meaningful explanations

The AI Act Explorer website:

<https://artificialintelligenceact.eu/ai-act-explorer/>

A risk-based approach to AI proposed by EU



General Purpose AI

- A general-purpose AI model' means:
 - an AI model, including where such an AI model is trained with a large amount of data using self-supervision at scale,
 - that displays significant generality and is capable of competently performing a wide range of distinct tasks regardless of the way the model is placed on the market and
 - that can be integrated into a variety of downstream systems or applications,
 - except AI models that are used for research, development or prototyping activities before they are placed on the market;
- Recital 63

HOE BESCHERM JE JEZELF EN JE BEDRIJF IN HET GEBRUIK VAN AI?

Bewust & kritisch



- Denk na wat je deelt
- Check de output
- Geen gevoelige info

Veilige systemen



- Afgeschermdde AI-tools
- Duidelijke richtlijnen
- Heldere afspraken

Bescherm je data



- **RAG** (veilig je bronnen)
- Je data blijft bij jou
- Geen "opslaan in de AI"

Menselijk toezicht



- AI adviseert, jij beslist
- Geen automatische besluiten
- Blijf in control

Veilig werken met AI: Bewust gedrag • Veilige systemen • Eigen data • Menselijke controle

Our accredited learning paths help you start



What we do (see more via axveco.com)

AXVECO

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TRANSFORM YOUR BUSINESS WITH DATA AND AI

Searching for success in a data driven world? We are your guide to data and AI driven leadership.

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Leadership

Growth & Digital
Marketing

[Find a training? Planning?](#)

CONSULTING

Data and AI
Consulting

Generative AI Zone

[Discuss an issue you face?](#)

AGENT SERVICES

Smart Agent Factory

GRC Agent "Grace"

Sales and Service
Agent "Sterling"

[Help me with AI Agents](#)

FEEDBACK

- Any questions?
- Start learning with our set of blended learning paths at www.axveco.com
- Please rate this session [here](#)

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