



# Thailand's AI Governance Guideline for Executive

*Developed presentation by AIGC team, Thailand ([aigc@etda.or.th](mailto:aigc@etda.or.th))*

## THAILAND'S AI STRATEGY PLAN



## 5 developed areas in Thailand AI

S1: ELSI

S2: Infrastructure

S3: Human Capability

S4: Technology & Innovation

S5: Promotion

*\*ELSI is Ethics Legal and Social Implication*

## THAILAND'S AI ETHICS GUIDELINE (AI ETHICS PRINCIPLES & MODEL)



## 6 Principles of Thailand AI Ethics

Competitiveness &  
Sustainability Development

Laws Ethics &  
International Standards

Transparency &  
Accountability

Security &  
Privacy

Fairness

Reliability

## AI GOVERNANCE GUIDELINE & TOOLKITS



## 3 Pillars of AI Governance Guideline:

3 Pillars for preparing trust, safe, responsible use of AI in Organization

AI Structure

AI Strategy

AI Operation

### Promote

- Responsible AI
- Trust
- Risk Mitigation

# Timeline

## AI Governance Guideline for Executives



# AI Governance Overview

**Governing through policies, operational procedures, and tools to ensure the use of AI in a responsible manner.**

## Key Elements of Responsible AI

**Achieving  
Business Objectives**

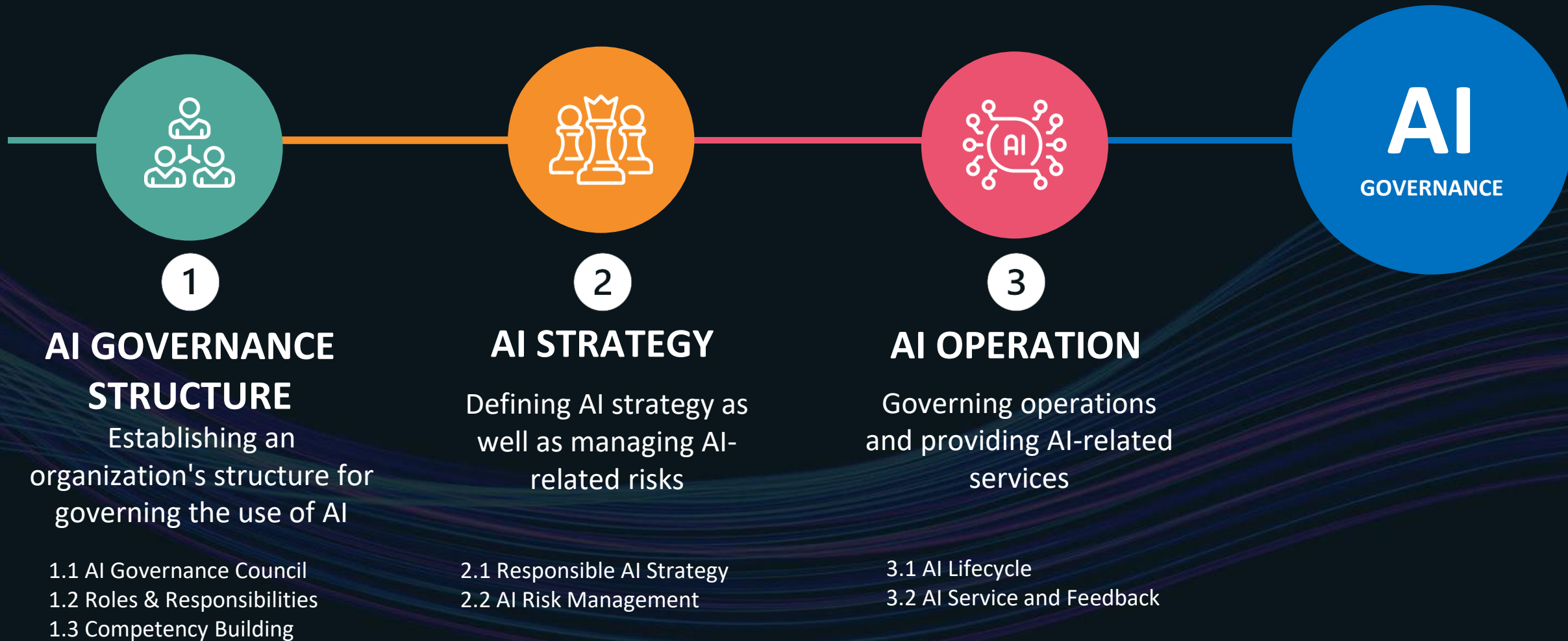
**Compliance with  
AI Ethics Principles**

**Compliance with  
Relevant laws and Regulations**

**Managing risks within  
the bounds of risk appetite.**

# AI Governance Framework

## 3-Key Components





# AI Governance Guideline for Executives

## 1. AI Governance Structure

“Preparing Organization”



### 1.1 AI Governance Council

(Establishment of a governing body)

Members:

- Senior Management, Relevant teams (e.g., Technical, Business, Compliance), External Parties (e.g., Regulators, Domain Expert)

Roles:

- Defining direction, monitoring performance & compliance, and evaluation

### 1.2 Defining Roles and Responsibilities

Strategic Level

- Overseeing and ensure that the use of AI aligns with objectives, laws, and regulations.
- Overseeing risk management.

Implementation Level

- Operating in accordance with strategy, laws, and regulations.
- Design, develop, and deploy AI models.
- Risk control.

### 1.3 Competency Building

- 1) Business knowledge
- 2) Technology knowledge
- 3) Regulatory knowledge

## 2. AI Strategy

“Setting Strategies and AI-related Risk Management”



### 2.1 Setting Responsible AI Strategy

### 2.2 AI Risk Management

(Managing risks associated with the use of AI)



Organization/  
Business Value

- **Defining objectives & areas where AI can add values, considering:** Benefits to the organization, alignment with goals of organization or business, limitations and challenges, etc.
- **Developing AI Roadmap:** Prioritizing tasks, creating a roadmap, and developing a prototype.



AI-Related Risk

- **Example of risks:** Cyber Attack, Trust & Reputation, Privacy, Data Quality, Non-Compliance, Fairness & Non-Discrimination.
- **Relevant standard:** NIST & ISO Standard
- **Human involvement:**
  - 1) Human-in-the-loop
  - 2) Human-over-the-loop
  - 3) Human-out-of-the-loop

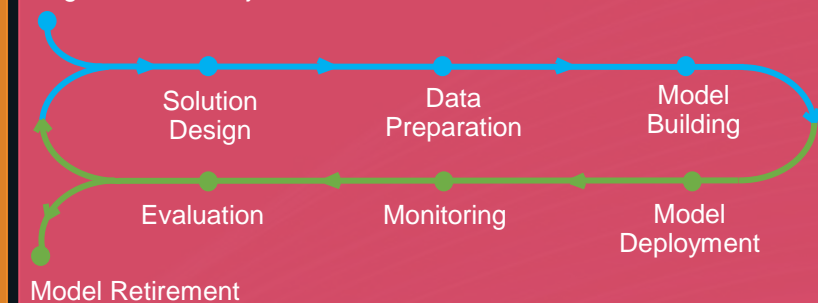
## 3. AI Operation

“Governing Operations and Providing AI-related Services”



### 3.1 AI Lifecycle

Organizational Objectives



### 3.2 AI Services

- 1) **Announce policies and provide information about the use of AI to users**, such as AI usage policy, relevant AI ethics principles, how to use AI, how to disable AI, AI capabilities and limitations.
- 2) **Providing feedback channels**  
Getting user feedback, problems, and errors found in use.

# AI Governance Framework

To encourage governance in the application of AI

## 1 AI Governance Structure

Establishing a governing body within the organization to foster effective AI governance.

### 1.1 AI Governance Council

### 1.2 Roles and Responsibilities

### 1.3 Competency Building



AI GOVERNANCE  
STRUCTURE



AI STRATEGY



AI OPERATION

**AI**  
GOVERNANCE

# 1.1 AI Governance Council

“What does AI Governance Council do?”

## EVALUATION

- Evaluate overall effectiveness, impacts, and sustainability, e.g., achievement of outcomes, effectiveness and efficiency of governance mechanisms, potential threats and opportunities.
- Communicating with personnels and stakeholders about future improvements.



## DIRECTION

- Defining AI strategy
- Managing AI-related risks in alignment with the organization's risk appetite.
- Establishing relevant policies and procedures

## MONITORING

- Monitoring achievement of the use of AI
- Monitoring performance of AI and conformance to established policies, AI ethics principles, laws and regulations
- Monitoring and ensure risks remain within acceptable risk appetite



AI GOVERNANCE  
STRUCTURE



AI STRATEGY



AI OPERATION

AI

GOVERNANCE



# 1.1 AI Governance Council

## “Who Are AI Governance Council Members?”

Committee composition in each organization may vary, depending on the organization size, personnel resource limitations, laws and regulations, potential risks, etc.

At minimal:

**High-level executive:**

- C-level executive with authority to set directions, make decisions, and support necessary resources

**Executives or representatives from relevant teams:**

- e.g., legal, compliance, business, and technical teams.

**Third parties: (if necessary)**

- Regulators or domain experts in areas where AI is applied



**AI Governance Council**

**Note:** You may consider adapting existing governance structure within your organization to carry out this task, for example, the ethics board or Governance, Risk, and Compliance (GRC) team.

# 1.2 Roles and Responsibilities

## Examples of roles and responsibilities

### Strategic Level

- For example, oversee operations to achieve organizational objectives; establish and approve AI strategies, goals, policies, and procedures; make decisions related to the use of AI; ensure compliance with both internal and external requirements; and oversee risk controls to prevent the exacerbation of impacts caused by AI usage.

### Implementation Level

- For example, create an AI roadmap; develop AI architecture, design solutions; prepare and manage data; build, test, and deploy AI models; monitor the performance of AI; and establish security measures.



AI GOVERNANCE  
STRUCTURE



AI STRATEGY



AI OPERATION

AI

GOVERNANCE

# 1.3 Competency Building

Examples of knowledge for competency building may include

Business	Technology	Compliance
<ul style="list-style-type: none"> <li>• AI Fundamentals</li> <li>• AI Canvas</li> <li>• AI-powered Organization Management</li> <li>• AI Project Management</li> <li>• AI-based Business Transformation</li> </ul>	<ul style="list-style-type: none"> <li>• Data Management</li> <li>• Mathematics and Statistics</li> <li>• Programming</li> <li>• Machine Learning</li> <li>• Deep Learning</li> <li>• AI Infrastructure</li> <li>• Generative AI</li> </ul>	<ul style="list-style-type: none"> <li>• AI Governance</li> <li>• Data Governance</li> <li>• Role &amp; Responsibility</li> <li>• Legal &amp; Ethical Implication</li> <li>• AI Risk Management</li> </ul>



AI GOVERNANCE  
STRUCTURE



AI STRATEGY



AI OPERATION

**AI**  
GOVERNANCE

# AI Governance Framework

To encourage governance in the application of AI



AI GOVERNANCE  
STRUCTURE



AI STRATEGY



AI OPERATION

AI  
GOVERNANCE

## 2 AI Strategy

Setting AI strategy and managing risks associated with the use of AI

### 2.1 Responsible AI strategy

### 2.2 AI Risk Management

#### 2.1 Important steps for setting a responsible AI strategy



Identifying areas  
where AI can add  
values



Identifying use cases and  
objectives in order of  
importance and readiness



Developing data strategy  
to support the use of AI



Developing AI roadmap  
and prototyping



## 2.2 AI Risk Management

- Assessing AI-related risk to highlight uncertainties or opportunities that may not align with objectives, and analyzing the negative impacts on individuals, organizations, and society at large.
- Managing AI-related risks in alignment with the organization's risk appetite.

### Examples of Risks

**Cyber Attack**

**Non-compliance**

**Trust and Reputation**

**Data Quality**

**Privacy**

**Fairness and Non-discrimination**

**Control the risks** in all activities throughout the AI lifecycle to be within the organization's risk appetite.

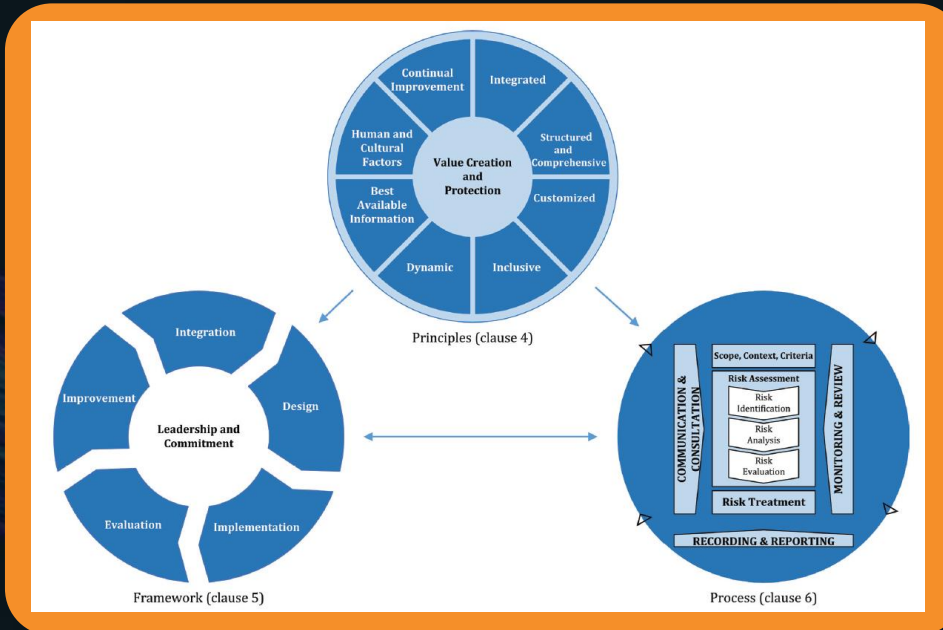


## 2.2 AI Risk Management

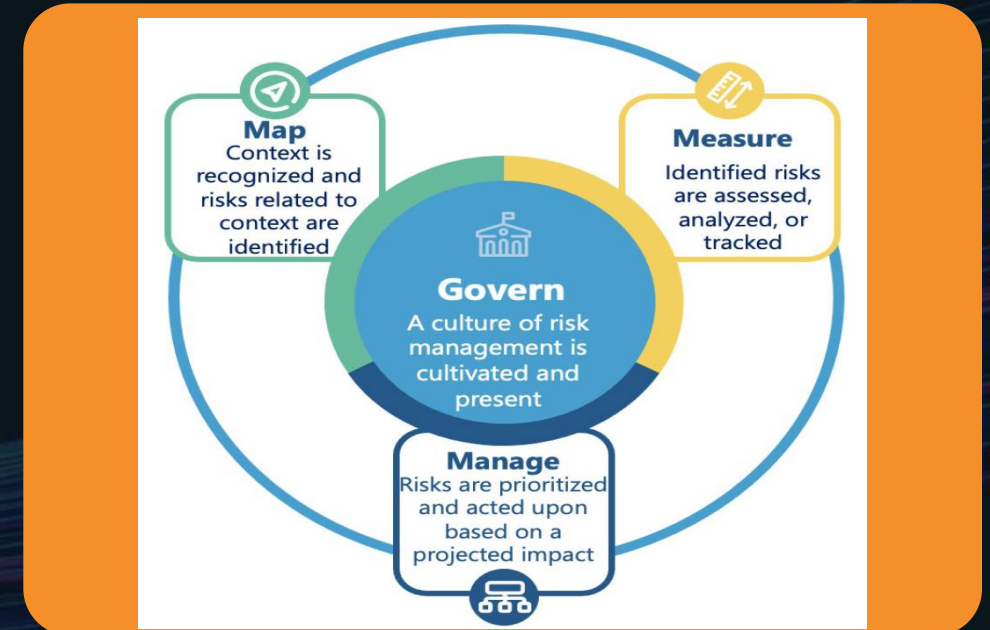
Examples of international AI Risk Management Framework that can be adapted



### ISO/IEC 23894:2023 Information Technology — Artificial Intelligence — Guidance on Risk Management



### NIST-Artificial Intelligence Risk Management Framework (AI RMF 1.0)



Note: ISO/IEC 23894:2023 is an extension of ISO 31000:2018 Risk Management — Guidelines that provides additional details on the management of AI-related risks.

## 2.3 AI Risk Management

Considering the level of human involvement to control and mitigate risks, subsequently gaining acceptance from relevant stakeholders.

	Human-in-the-loop	Human-over-the-Loop	Human-out-of-the-loop
Level of Human Involvement	<ul style="list-style-type: none"> <li>Humans control all operations and make all decisions</li> <li>AI functions solely in providing recommendations or information</li> </ul>	<ul style="list-style-type: none"> <li>AI can work or make decisions automatically. However, humans can still intervene or stop the operations</li> </ul>	<ul style="list-style-type: none"> <li>AI can work or make decisions automatically. However, humans <u>cannot</u> intervene or stop the operations</li> </ul>
Example	<ul style="list-style-type: none"> <li>AI assists doctors in analyzing factors and diagnosing diseases</li> </ul>	<ul style="list-style-type: none"> <li>Computer vision AI is used to inspect product quality, and if errors are detected during inspection, it can be paused.</li> </ul>	<ul style="list-style-type: none"> <li>Chatbot AI or the use of AI in recommending products based on customer behavior</li> </ul>

The considering the level of human involvement may be based on factors such as: 1) the level of risks, 2) the severity of potential negative consequences, 3) whether the impacts can be remedied, and 4) the feasibility of human intervention in the process.

# AI Governance Framework

To encourage governance in the application of AI

## 3 AI OPERATION

Governing operations and delivering AI-related services.

### 3.1 AI Lifecycle.

### 3.2 AI Services



AI GOVERNANCE  
STRUCTURE



AI STRATEGY



AI OPERATION

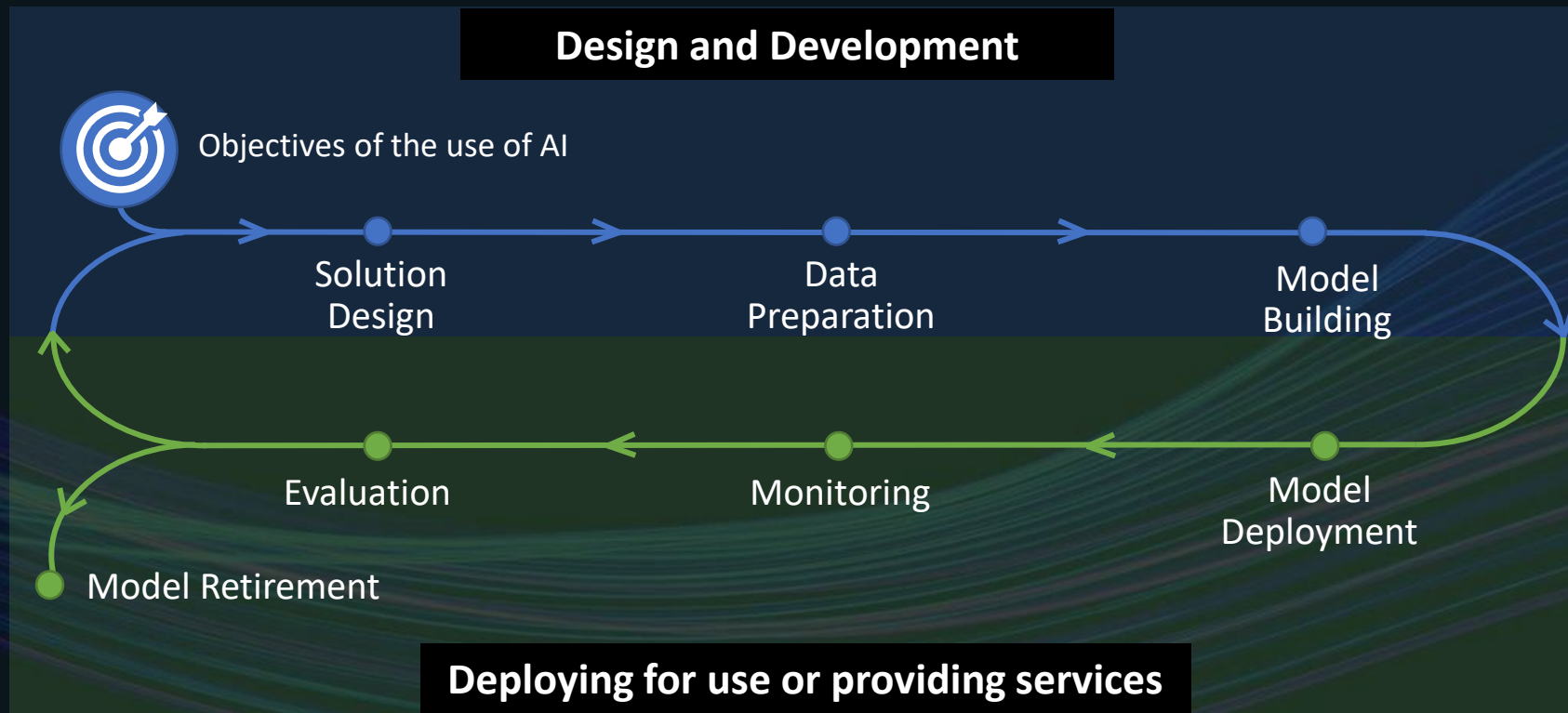
AI  
GOVERNANCE



# 3.1 AI Lifecycle

AI Governance Council

Governing throughout AI lifecycle.



## 3.2 AI Service

Communicating policies related to AI usage, providing information and establishing feedback channels to enhance transparency.

### 1. Announcing policies and general disclosure

- Announcing policy e.g., AI usage policy, security policy, and privacy policy.
- Explaining how to use AI, usage restrictions, capabilities, limitations, and the consequences of AI decision-making.

### 2. Providing information to users about AI usage

- Informing users when AI is in use or providing services.
- Providing procedures to stop AI-related functions (if allowed).

### 3. Providing feedback channel

- To receive feedback, issues and errors (if any).

