

Thought Paper

Responsible technology

- a license to operate

Table of contents

Technology buyers reveal growing demand for responsible video tech	5
Executive summary	7
Why responsible technology?	9
Is responsible technology important to buyers?	9
What does responsible technology mean?	10
Is responsible technology a license to operate?	12

Technology buyers reveal growing demand for responsible video tech



Technology buyers have warned that the development of video technology cannot be allowed to run rampant – or else suppliers will face serious consequences.

That is according to a new global attitudes survey by market research firm Lindberg International, commissioned by video management software company Milestone Systems. The study of 150 technology decision-makers around the globe found that the overwhelming majority will blacklist suppliers that show scant regard for their responsibility to serve the good of society.

The findings show that responsible use of technology is top of mind for decision makers – it is quickly becoming a prerequisite for doing business. Companies have a responsibility to ensure that technology is used in way that enhances safety and security while respecting the rights of individuals. The results demonstrate that technology buyers recognize that tech firms should be held accountable and commit to actively preventing the unintended negative use of their technology.

More than two-thirds of respondents (69%) said they already apply detailed principles and rules for how to work responsibly with artificial intelligence (AI), video analytics, and video surveillance. The rest have at least some controls in place. Nearly all do so to ensure they meet ethical and legal standards, indicating the positive effect of balanced regulatory controls.

Majority blacklist dubious vendors

Technology buyers also strongly stated that they would blacklist suppliers with a reputation for using technology in a reckless and irresponsible manner. More than a third (35%) said they would exclude irresponsible suppliers without hesitation, while two out of three (65%) said they would most likely do so.

In the context of video surveillance, decision makers said technology should be used in a manner that is lawful, ethical, and proportionate to the risk involved. They stated that video technology has the potential to enhance security and safety but should not be used to spy on employees, customers, or citizens. Instead, it should be used as a tool that ensures organizations operate in an ethical manner.

Respondents also called for transparency around how data is used and protected. They stated that, ideally, people should be informed of their privacy rights wherever cameras are installed. They also believe that AI systems should be designed to be transparent and unbiased. A governance framework should be standard for organizations and must document how AI-related challenges are addressed from an ethical and legal standpoint.

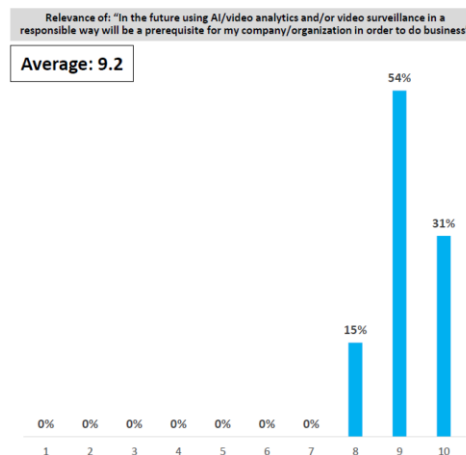
Executive summary

Technology has the power to change our lives for the better, but it is not all gravy. There are serious ethical risks and societal consequences to consider. At Milestone Systems, we believe people have the right to feel safe knowing that they can trust the way we use technology. And over the next three to five years, we expect responsible technology will become a license to operate.

We are not alone in this thinking. [A 2022 survey](#) of senior executives and directors by the Massachusetts Institute of Technology (MIT) and Thoughtworks concluded that “responsible technology is now more than a buzzword”. Some 73% of participants said responsible technology use “will become as important as business or financial considerations when making tech decisions.” The survey confirmed that responsible technology is firmly on the agenda for executives. However, at Milestone we wanted to understand if and how technology decision-makers are using responsible technology to evaluate suppliers – is it becoming a license to operate?

To find out, we asked technology buyers for their opinions through a global survey of 150 technology decision-makers. In agreement with the MIT survey, most of the participants (69%) already had principles in place for how to work responsibly with AI, video analytics and video technology. The majority (73%) confirmed that they considered “responsible use of technology” when they evaluated suppliers for their organization. If they found that a supplier had a reputation for not using technology in a responsible way, more than one-third (35%) said that they would exclude them from their list of approved suppliers.

The survey shows that responsible use of technology is top of mind for decision makers when buying technology for their organizations. Most technology buyers (85%), indicated that in the future, using AI, video analytics and video surveillance in a responsible way will be a prerequisite for doing business with tech companies.



Our conclusion – technology buyers agree, responsible technology is becoming a license to operate.

Why responsible technology?

Recent decades have been shaped by a lack of legislation governing technology usage. Many companies took advantage of this situation to become immensely powerful. Society has given this great power to tech companies by investing trust in them. Unfortunately, numerous privacy breaches, allegations of tax evasion and the spread of misinformation have shown that, for the most part, companies have overlooked the great responsibility that goes with people's trust.

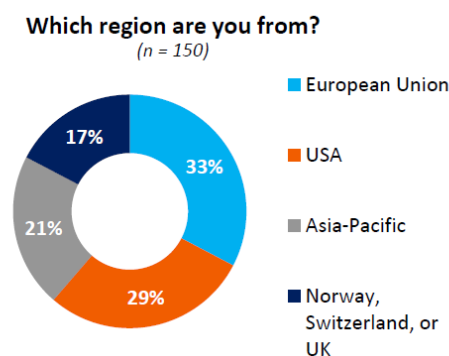
Steve Wozniak – regulation needed

In an [article talking about responsibility for artificial intelligence](#), Steve Wozniak, Apple's co-founder, called for regulation to hold to account big tech firms which "feel they can kind of get away with anything."

We agree. While we can use the formidable power of technology to change the way we live our lives for the better, there are also ethical risks with technology and consequences for society that may not be so good. At Milestone Systems, we believe people have the right to feel safe knowing that they can trust the way we use technology. That's why over the next three to five years, we expect responsible technology will become a license to operate.

Is responsible technology important to buyers?

Is responsible technology equally as important to customers when they are buying technology? To find out, we asked technology buyers for their opinions through a global survey. Lindberg International, an independent research company, reached out to 150 technology buyers worldwide.



About half (53%) of these buyers were working with artificial intelligence (AI) and video analytics software and the rest were working with video surveillance. With job titles ranging from IT directors to general managers and facility managers, all participants were influential in buying technology for their companies. The majority (84%) reported having a big impact on technology buying decisions, some were decision makers (4%), and the rest (12%) had some impact.

Sample size in market research

We sampled 150 candidates in video surveillance and AI/video analytics software to take part in our survey. Since they're all working in the same area, we expected their answers to be quite alike.

To test the validity of our survey, we used a "split-half test." This is a statistical technique that uses the statistical analysis software SPSS to randomly split the survey responses into two equal groups, and do this over and over again. This allows us to compare the results from each group and check if they're similar.

To verify the reliability of the results, we then used two scoring methods, Cronbach's Alpha and the Spearman-Brown Coefficient. Both of these methods gave a score of 0.85 (out of 1), which is usually considered as a very good score.

Therefore, with these scores in mind, we can say with confidence that our findings from this survey are reliable and can be applied more broadly.

What does responsible technology mean?

A majority of the participants (69%) confirmed that their companies already had principles in place for how to work responsibly with AI, video analytics and video technology. The most common reasons were to ensure that their companies operate in an ethical and legal way. However, almost three out of four respondents (73%) confirmed that they used their principles in the evaluation of suppliers.

From the conversations with technology buyers, it was clear that recent government regulations are influencing companies to think more about responsibility when it comes to using and buying technology. Companies in the European Union (EU) and non-EU countries that follow EU legislation, are further ahead in adopting responsible technology principles when compared to Asian countries.

In technology buyers' own words

To understand what responsible use of technology means to buyers, we asked them to explain the concept in their own words. Here are four of the verbatim responses.

Head of Security, European Union

Use of AI/analytics involves being transparent with users about how their data is being used and ensuring that appropriate security measures are in place to protect that data.

Director/Manager, Norway/Switzerland/UK

This means that organizations must have clear policies and procedures governing the use of video surveillance, including how footage is accessed, reviewed and archived.

General Manager, Asia Pacific

This means a thoughtful and ethical approach to its development, deployment, and use, taking into consideration its potential impact on individuals, society and the environment.

Security Director/Manager, United States

It means appropriate use of advanced AI video surveillance for the safety and benefit of society without compromising personal privacy and civil liberties.

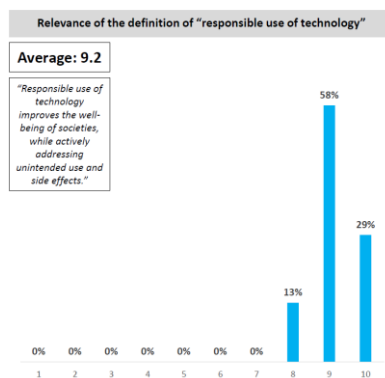
To understand what responsible technology means to buyers, we summarized the responses from the 150 participants into the following key points:

- Responsible use of technology means using it for the greater good in society, while actively preventing its unintended use and negative impacts.
- The purpose for using the technology should be lawful, ethical, and proportionate to the risk involved and must be clearly defined and communicated.
- We should use technology in a way that balances the benefits with the risks, and it must not be used to spy on employees, customers, or citizens in general.

Buyers agree on definition of responsible technology

Taken together, this corresponds with the definition of responsible technology that we tested with the buyers:

“Responsible use of technology improves the wellbeing of societies, while actively addressing unintended use and side effects.”

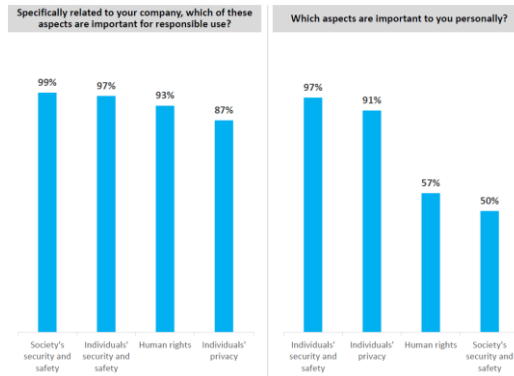


Some surprises - privacy ranked as less important for corporations

There was some contrast between participants’ personal opinions and their expectations for their own companies when ranking the importance of the following:

- Society’s security and safety

- Individuals' privacy
- Individuals' security and safety
- Human rights



When asked about their company's priorities, individuals' privacy was ranked as less important, whereas for themselves, it was very important. Participants also ranked human rights and society's security and safety as very important for their companies, yet in their personal opinions, these were ranked as less important.

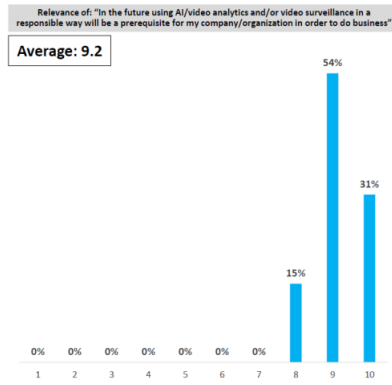
Is responsible technology a license to operate?

In the introduction to this Thought Paper, we stated that over the next three to five years, we expect responsible technology will become a license to operate. To find out if that's true, we asked technology buyers how they evaluate suppliers.

Roughly three-quarters (73%) confirmed that they considered "responsible use of technology" when they evaluated suppliers for their organization. If they found that a supplier had a reputation for not using technology in a responsible way, one-third (35%) said that they would exclude them from their list of approved suppliers.

Yes – responsible technology is becoming a license to operate

The survey confirmed that responsible use of technology is top of mind for decision makers when buying technology for their organizations. Most technology buyers (85%), indicated that in the future, using AI, video analytics and video surveillance in a responsible way will be a prerequisite for doing business with tech companies.



Our conclusion – technology buyers agree, responsible technology is becoming a license to operate.



Milestone Systems is a leading provider of data-driven video technology software in and beyond security that helps the world see how to ensure safety, protect assets, and increase business efficiency. Milestone enables an open platform community that drives collaboration and innovation in the development and use of network video technology, with reliable and scalable solutions that are proven in more than 500,000 customer sites worldwide. Founded in 1998, Milestone is a stand-alone company in the Canon Group.