



KPMG AI Trust

Helping make AI ethical across enterprises



Deploying trusted and ethical AI at an enterprise level

With demand for AI growing, organizational leaders are under pressure to deliver AI enabled workflows to their users, customers and suppliers. But there's a danger that the myriad of potential use cases, and the ease in which they can be deployed might create risk, security, and compliance problems that can damage a brand. The emergence of agentic AI introduces unique challenges, as it enables systems to automate and autonomously execute tasks that may require heightened ethical considerations and risk management. A strategic approach is needed.

Questions you should consider:

- Do you have someone responsible for AI initiatives within your organization?
- Do you have policies and controls that govern the use of AI?
- Do you know everywhere AI is being used across your company?
- Do you conduct independent evaluations against your Trusted AI framework?
- Are your professionals equipped to make responsible and ethical decisions in their development and use of AI?
- Have you defined your agentic AI strategy and aligned your Trusted AI framework and controls accordingly?

Helping you ensure trust is embedded into your organization's AI initiatives

KPMG AI Trust is a collection of services that help organizations apply rigor and discipline to how this fast-changing technology is being used. It comprises of:

AI readiness and compliance

AI risk assessment

Include agentic AI lifecycle management to guide strategic development and emphasize assessing the autonomous capabilities of AI systems.

AI regulation and compliance

Develop compliance strategies specific to agentic AI factors, including accountability, privacy, and security specific to autonomous decision-making.

AI inventory

Identify and document all AI systems to manage risk.

AI risk transformation

AI governance

Incorporate agentic AI guidelines and policies to help ensure correct governance of autonomous AI systems. This may include specific oversight mechanisms and accountability tracking.

AI security

Develop monitoring and control mechanisms tailored to agentic AI systems to manage autonomous actions within protected environments.

AI development and deployment

Implement methods for monitoring decision autonomy and permissible actions of agentic AI during development and deployment phases.

AI risk monitoring

AI assurance

Evaluate whether agentic AI functions within acceptable risk boundaries, focusing on autonomous conduits for decision-making.

AI system cards

Expand to include documentation specific to agentic AI systems, focusing on tracing actions and decision pathways autonomously taken by the AI.

The approach to KPMG AI Trust

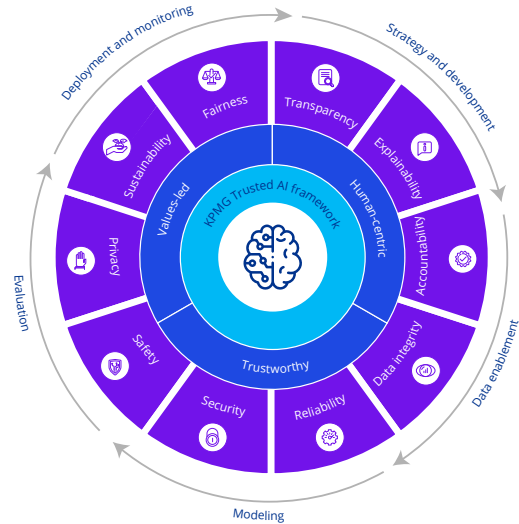
KPMG AI Trust services help you navigate the ethical complexities and regulatory landscape of AI deployment. KPMG professionals provide detailed support, from risk assessment and compliance guidance to the design and the implementation of robust governance frameworks.

KPMG AI Trust services help engage key players from your business and support functions (finance, HR, etc.), your technology team (AI/ML Executives, CTO/CIO/CDO), your security and privacy team (CISO/DPO) and your risk, compliance, legal and internal audit team.

Our portfolio ecosystem of tech alliances and startups are central to helping clients achieve a sustainable competitive advantage by delivering a wide-ranging set of AI capabilities and digital solutions across multiple platforms.

With KPMG professionals' experience and commitment to continuous monitoring and improvement, organizations can confidently harness the power of AI while mitigating risks and enhancing benefits.

KPMG's Trusted AI framework rests on three main principles and 10 pillars, which can be your pathways to help harness AI's potential — striking the right balance between being **bold**, **fast**, and **responsible** to accelerate value from AI.



Potential benefits of KPMG AI Trust

KPMG AI Trust can help clients:

-  Build a complete approach to managing AI at an enterprise level that helps reassure stakeholders.
-  Establish what needs to be done to stay safe, and have the ability to do so.
-  Create an AI assurance framework that adapts to scale and frequency of AI use case adoption.
-  Navigate current regulations and educate your AI professionals for their particular jurisdictions.
-  Understand who is involved, what governance is required, and how to organize for it.
-  Create mechanisms for controls and for identifying and managing risks.
-  Proactively manage the risks of agentic AI and help ensure ethical autonomy in AI applications.

Why work with KPMG firms?

- Our deep industry and domain experience.
- We bring AI into our every day to elevate the experiences of clients and our people.
- Our responsible approach to designing, deploying, and using AI helps accelerate value with confidence.
- Our portfolio ecosystem of alliances and startups are central to helping clients achieve a sustainable competitive advantage.
- We combine deep knowledge of agentic AI with tested industry experience in building governance frameworks that help clients manage autonomous AI responsibly and at scale.

Learn more: KPMG AI services

Contact

Bryan McGowan

Global Trusted AI leader
KPMG in the US
E: bmcgowan@kpmg.com

Some or all of the services described herein may not be permissible for KPMG audit clients and their affiliates or related entities.

kpmg.com



The information contained herein is of a general nature and is not intended to address the circumstances of any particular individual or entity. Although we endeavor to provide accurate and timely information, there can be no guarantee that such information is accurate as of the date it is received or that it will continue to be accurate in the future. No one should act on such information without appropriate professional advice after a thorough examination of the particular situation.

© 2025 Copyright owned by one or more of the KPMG International entities. KPMG International entities provide no services to clients. All rights reserved.

KPMG refers to the global organization or to one or more of the member firms of KPMG International Limited ("KPMG International"), each of which is a separate legal entity. KPMG International Limited is a private English company limited by guarantee and does not provide services to clients. For more details about our structure please visit kpmg.com/governance.

The KPMG name and logo are trademarks used under license by the independent member firms of the KPMG global organization.

Throughout this document, "we", "KPMG", "us" and "our" refers to the KPMG global organization, to KPMG International Limited ("KPMG International"), and/or to one or more of the member firms of KPMG International, each of which is a separate legal entity.

Designed by Evalueserve

Publication name: AI Trust | Publication number: 140037-G | Publication date: October 2025