

Why a Trustworthy AI Seal of Quality?

The increasing integration of Artificial Intelligence into economic and societal processes is establishing trust as a key competitive factor. Companies and organizations are facing the challenge of designing AI solutions that are not only powerful, but also secure, transparent and responsible.

The “Trustworthy AI – by Know Center” Seal of Quality provides a structured framework for quality assurance and makes trustworthy AI visible.

What is the Trustworthy AI Seal of Quality?

The Seal of Quality is a **quality and trust standard for AI tools, services, systems and models** awarded by Know Center as an independent qualifying body.

The Seal of Quality stands for:

- verified quality and transparency
- responsible use of AI
- transparent and comprehensible assessment criteria
- a commitment to European values and digital sovereignty

The Seal of Quality serves as visible evidence of trustworthy AI across the entire value chain and supports companies and organizations in building trust and fairness for customers, partners and stakeholders.

Which AI components can be submitted?

The Seal of Quality can be applied for the following AI components:

- AI tools
- AI services
- AI systems
- AI models

A prerequisite for the award of the Seal of Quality is an assessment conducted during a research and/or prototype phase.

Which quality criteria are assessed?

The assessment is carried out on the basis of the applicable Assessment Guideline, along the following criteria:

- Data protection and security
- Transparency, explainability and fairness
- Human oversight
- Digital sovereignty
- Economic viability
- Sustainability
- Digital Humanism

The path to the Seal of Quality

The application and assessment process follows clearly defined and transparent steps:

1. **Initial information:** Information provided on the website
2. **Application submission:** Submission of the application and consent to the assessment process
3. **Expert assessment:** Assessment conducted by Know Center in accordance with the Assessment Guideline
4. **Self-monitoring:** Commitment to regular internal self-assessments
5. **Award:** Award of the Seal of Quality, including a unique Seal of Quality ID

Validity and renewal

The Seal of Quality is **valid for 24 months**. Renewal is possible provided that the criteria continue to be met. The Seal of Quality may be revoked if the quality standards are no longer met.

Find out more and apply now



Contact and further information

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