# Sage launches AI Trust Label to set new standard for ethical transparency



Sage has launched its AI Trust Label, a new transparency initiative aimed at increasing customer confidence in the ethical use of artificial intelligence across its products. The label outlines how Sage’s AI systems function and aligns with global standards, including the NIST AI Risk Management Framework.

Aaron Harris, Sage’s Chief Technology Officer, described the label as both a “quality seal” and an “ingredients label,” offering clarity on data sourcing, model development and training processes. “We're being transparent with our customers on the facts around AI in each product,” he said.

The label will appear across user interfaces, including settings, dashboards and onboarding screens, to ensure that transparency is embedded throughout the user experience. The rollout will begin later this year in selected AI-powered products in the UK and US, supported by further disclosures on Sage’s Trust and Security Hub.

Sage is also calling for an industry-wide certification framework for ethical AI use. The company hopes its label can serve as a blueprint, particularly for small and medium-sized enterprises navigating inconsistent regulations. “A coordinated effort would establish universally recognised benchmarks for ethical AI development,” said Harris.

This move is part of Sage’s broader commitment to accessible, responsible AI. The firm is working with Amazon Web Services to develop AI tools that support the compliance and operational needs of SMBs, combining advanced technology with ethical design.

With scrutiny of AI practices growing, Sage’s initiative signals a shift towards more accountable innovation. By launching the AI Trust Label and advocating for shared standards, the company is helping shape a more transparent and ethical future for AI adoption.

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## Bibliography

1. <https://www.accountingtoday.com/news/sage-releases-ai-trust-label-calls-for-ai-certification> - Please view link - unable to able to access data
2. <https://www.accountingtoday.com/news/sage-releases-ai-trust-label-calls-for-ai-certification> - Sage, a leading accounting solutions platform, has introduced the 'AI Trust Label' to provide customers with clear and accessible information about the AI functionalities in its products. This label signifies Sage's commitment to safety, ethics, and responsibility in AI systems, ensuring compliance with global standards like the NIST AI Risk Management Framework. It also highlights the integration of ethical principles such as fairness, explainability, and security, while upholding data privacy, user consent, and governance protocols. Sage's CTO, Aaron Harris, described the label as both a 'quality seal' and an 'ingredients' label, emphasizing transparency in AI operations. The label will be prominently displayed in key interface areas, including settings, dashboards, help menus, onboarding flows, and during product updates. Sage plans to roll out the AI Trust Label across selected AI-powered products in the UK and US, with additional details available through Sage's Trust & Security Hub. Furthermore, Sage is advocating for the development of a transparent, certified AI labeling system to encourage wider adoption of AI technology, aiming to establish universally recognized benchmarks for ethical AI development.
3. <https://www.sage.com/en-us/news/press-releases/2025/05/sage-and-amazon-web-services-collaboration-powers-ai-innovation/> - Sage, a leader in accounting, financial, HR, and payroll technology for small and mid-sized businesses (SMBs), has announced significant progress in its collaboration with Amazon Web Services (AWS). Building on its role as an AWS partner holding the SMB Software Competency, Sage is working with AWS to develop innovative AI solutions tailored for the accounting and compliance needs of SMBs. By leveraging AWS AI services like Amazon Bedrock and purpose-built AI chips such as AWS Trainium and AWS Inferentia, Sage aims to accelerate development, scale innovation, and deliver AI-powered solutions more efficiently. This collaboration enables Sage to rapidly test, refine, and roll out AI models that address the complex demands of accounting and compliance, providing customers with timely insights and enhanced financial management capabilities. Key advancements include enhancing trust with domain-specific AI, expanding AI-driven financial assistance, and optimizing efficiency through intelligent automation. Sage Copilot, Sage's AI-powered assistant, is currently available in the UK, US, France, Spain, and Germany, embedded within Sage Accounting, Sage for Accountants, Sage 50, and Sage Intacct.
4. <https://www.sage.com/en-us/sage-ai/> - Sage AI offers solutions that automate tasks like processing invoices, providing real-time business performance insights, and offering actionable recommendations for improvement. With over 40 years of experience, Sage ensures that businesses can leverage advancing technology effectively. The platform focuses on boosting productivity by automating routine tasks, supporting business growth through real-time data and proactive suggestions, and enabling smarter decision-making with data-driven insights. Sage's AI strategy and commitment to being a trusted innovator are highlighted by CEO Steve Hare and CTO Aaron Harris, emphasizing the company's dedication to responsible AI development.
5. <https://www.sage.com/en-us/trust-security/ai-ethics/building-responsible-ai/> - Sage is committed to secure, trustworthy AI, embedding this commitment in every phase of the software development process. The company's approach to AI security covers all development stages, following secure-by-design principles tailored to address specific AI security considerations. Sage's AI governance includes strict adherence to AI and data ethics principles, risk management throughout the AI development lifecycle, comprehensive assessments against ethics, legal, privacy, and cybersecurity standards, and specialized training for teams on security best practices and ethical AI development. The company also focuses on secure AI model development, implementing robust controls like data encryption, access controls, data retention, anonymization, data loss prevention, and continuous security monitoring. Industry standards such as those from NIST, OWASP, NCSC, and CISA are incorporated into Sage's AI and ML cybersecurity and coding standards. Sage's commitment to responsible AI aims to harness the transformative potential of AI responsibly, ensuring advanced, secure, and ethically sound AI systems.
6. <https://www.techmonitor.ai/digital-economy/ai-and-automation/sage-reveals-five-core-ai-principles-business> - Sage has revealed five core AI principles for businesses to follow, emphasizing the need for AI to be held accountable for its actions and decisions, just like humans. The company advocates for AI to be rewarded to help train it to align with human values and believes that AI should 'level the playing field' by providing new solutions to those with sight problems, dyslexia, or limited mobility. Sage also acknowledges that AI will replace certain tasks but must also create new opportunities, referring to the need to train humans for these prospects. These principles are part of Sage's 'Ethics of Code' designed to protect users and ensure that AI is safe, secure, inclusive, and reflects the diversity of the users it serves.
7. <https://www.sage.com/en-us/trust-security/ai-ethics/> - Sage upholds the highest standards in AI and data ethics, ensuring data integrity and security through principles rooted in transparency and trust. The company's AI and data ethics principles include data security and privacy, customer choice, customer benefit, data quality, managing bias in AI, and human-centric AI. Sage is committed to keeping data safe and secure, complying with data privacy laws, and being transparent about data usage. The company also emphasizes managing bias in AI models to ensure fair and non-discriminatory treatment for everyone affected by its AI models. Sage's approach to building responsible AI integrates stringent security practices into AI development, ensuring systems are built with security, privacy, and ethics from the start.