

Press release

New techUK report outlines pathway for digital ethics in immersive technologies

[London, UK] 6 October 2025 – A new techUK report, *"Ethics in Action: Applying UK AI Ethics Principles to Immersive Environments"*, released in partnership with PwC and Innovate UK, has been released today, setting out how the ethical principles established in the UK Government's AI White Paper can be extended beyond traditional AI systems to immersive environments such as extended reality (XR).

The UK Government's AI White Paper introduced five guiding principles for responsible innovation:

- Safety, security and robustness
- Appropriate transparency and explainability
- Fairness
- Accountability and governance
- Contestability and redress

The report explores how these principles can be practically applied to immersive technologies through the use of AI assurance techniques and standards. Crucially, this report recognises that while these AI ethical principles provide a strong foundation, specific guidance is still needed for the unique characteristics of the many types of immersive technologies being developed and deployed across the UK.

These tools provide structured ways for organisations to translate ethical principles into measurable outcomes, fostering justified trust in emerging technologies while ensuring compliance, accountability, and societal benefit.

The report highlights:

- Detailed explanations of each AI White Paper principle and its specific implications for immersive environments.
- Practical implementation strategies including assurance frameworks, standards, and governance approaches.
- Case studies from techUK member companies showcasing how ethical principles are already being applied in immersive contexts.

The findings underline both the opportunities and challenges of embedding ethics into immersive environments. Organisations face barriers such as resource constraints, rapidly evolving technologies, and navigating multiple regulatory landscapes. However, through this report techUK demonstrates that thanks to assurance and standards, ethical practices can be operationalised at scale, enabling businesses of all sizes to adopt responsible innovation.

As immersive technologies expand across industries - from hardware design to training robotic systems - the report emphasises the importance of integrating ethical principles throughout the entire lifecycle of development and deployment.

Sue Daley OBE, Director for Tech and Innovation, techUK said:

"Immersive environments are at the forefront of technology convergence, where AI-driven systems, advanced hardware, and novel user experiences meet.

"By showcasing real-world examples and industry insights, this report aims to make implementation of ethical principles more accessible and actionable. We encourage organisations at every stage of their immersive technology journey to use these principles as a foundation for building safe, fair, and trustworthy systems."

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Notes to Editors

The full report can be downloaded [here](#).

About techUK

techUK is the technology trade association that brings together people, companies and organisations to realise the positive outcomes of what digital technology can achieve.

With over 1,100 members (the majority of which are SMEs) across the UK, techUK creates a network for innovation and collaboration across business, government and stakeholders to provide a better future for people, society, the economy and the planet.

By providing expertise and insight, we support members, partners and stakeholders as they prepare the UK for what comes next in a constantly changing world.