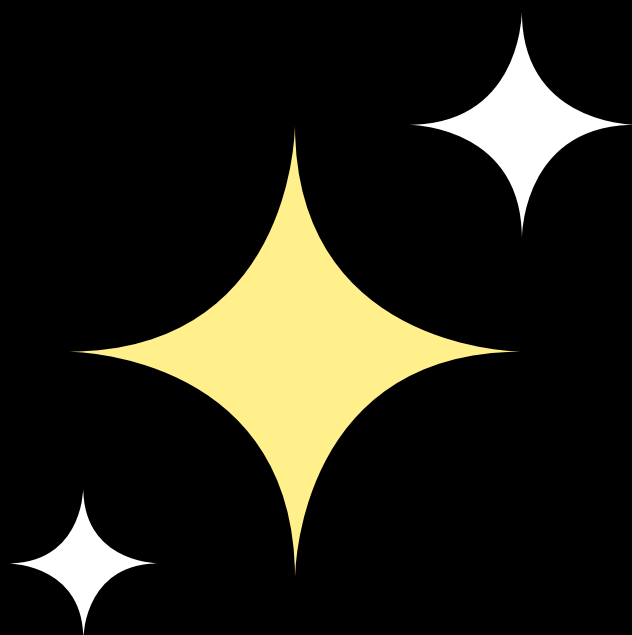


FACT SHEET ON **AI** AND CORRUPTION IN SPORT



A short, non-technical overview for sports organisations on how AI can help or hamper anti-corruption efforts.

Artificial intelligence (AI) has pushed the boundaries of what is technically possible. As the advantages of AI become increasingly apparent, its use is becoming more and more prevalent, including in the field of anti-corruption in sport. When used responsibly and effectively, AI can support efforts to keep sport free from corruption.

For example, AI can be used to analyse large volumes of data collected during sport-related investigations or to identify anomalies that signal wrongdoing.

However, the potential use of AI for corrupt ends cannot be ignored, nor can the victims of these crimes. Moreover, if AI is introduced too hastily, sports organisations run the risk of not fully appreciating its limits and governance requirements. This uninformed adoption of AI would hamper rather than help integrity efforts.

Given the growing adoption of AI, both by those who seek to protect sport and by those who wish to harm it, a basic understanding of key AI concepts is important.

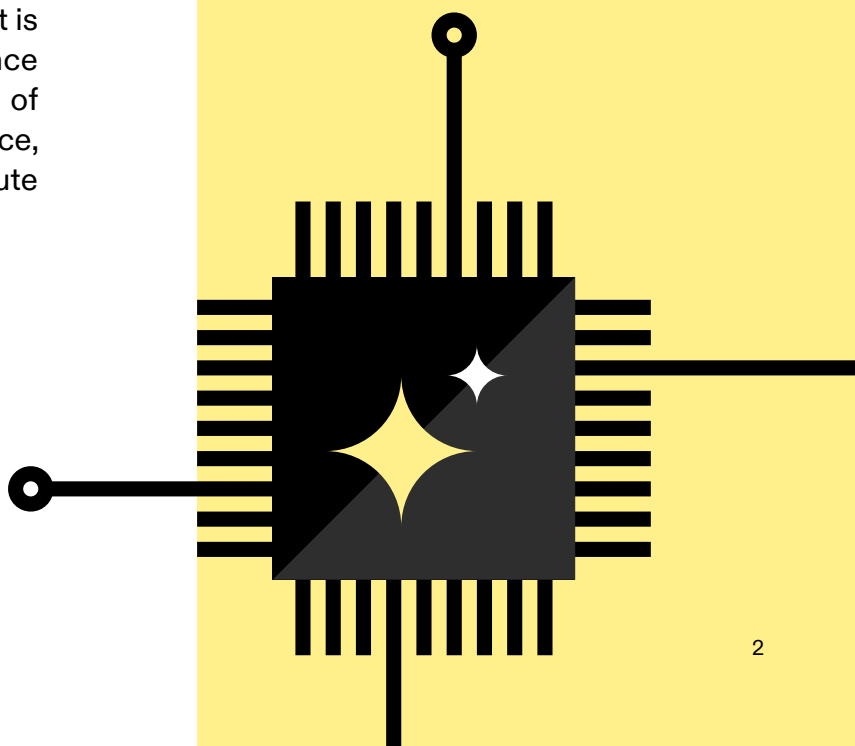
Even if your organisation has yet to encounter AI-related corruption risks, the rapidly evolving nature of AI technologies and expertise means that those who do not stay informed about current trends risk getting left behind.

This fact sheet will provide your organisation with an overview of the important terminology, potential risks and benefits, practical next steps and additional resources that can help you navigate this changing landscape.

What this fact sheet is/is not – This fact sheet is an awareness-raising and practical governance aid for your sports organisation in the areas of integrity and anti-corruption. It is not legal advice, a technical implementation guide or a substitute for professional judgement in using AI.

AT A GLANCE

- **AI can strengthen sports integrity work** (e.g. detection, investigations and education) but can also be exploited for corruption (e.g. data manipulation, deepfakes, etc.).
- **AI should be treated as an enabler** – not a replacement – for existing controls and professional judgement.
- **AI can take many forms.** These include generative AI, agentic AI, predictive AI and more.
- **Focus on key priorities:** (1) build AI capability by identifying specific use cases and risks, (2) ensure good governance and transparency around AI usage, and (3) embed AI into existing processes and controls.



WHAT IS AI?

Artificial intelligence is the ability of computers or machines to perform tasks that normally require human intelligence. AI allows machines to **think, learn and make decisions** in a way similar to humans.

A more extensive definition by the Organisation for Economic Co-operation and Development (OECD) can be found [here](#).

For example In a sports context, such systems may include those that help athletes and coaches measure and improve performance and those that support judging and refereeing, among others.

WHAT TYPES OF AI ARE THERE AND HOW DO THEY WORK?



Generative AI is a specific form of AI. It includes AI systems that can generate content such as complex text, images, audio or video. This is achieved by training models on large amounts of data. Generative AI is the result of three interconnected developments: **machine learning**, which is a form of AI that learns from data; **deep learning**, a more advanced branch of machine learning that simulates how the human brain processes information; and **large language models (LLMs)**, which are deep learning systems specifically designed to understand and generate human language.

For example A sports organisation could use a generative AI tool to support its integrity team by analysing internal documents (e.g. emails, contracts and invoices) and automatically generating short risk summaries. This helps integrity officers quickly spot potential corruption risks, while keeping humans in charge of final decisions.



Agentic AI refers to AI systems that can achieve goals, rather than individual tasks, with limited human supervision.



General-purpose AI models are AI models that perform a wide range of distinct tasks. Generative AI is a typical example of a general-purpose AI model. However, not all general-purpose AI models are generative.



Predictive AI is a type of artificial intelligence that looks at past data and learns patterns from it, then uses those patterns to predict what might happen next.

For example In a sports context, predictive AI can be used to analyse betting markets, historical competition data, player statistics and referees' decisions.

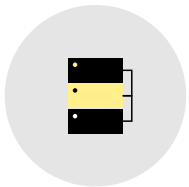


Prompts are inputs that human users provide to an AI system in order to generate output. They can include written instructions or other materials, such as images, sounds and documents.

For example Analyse employee expense claims for the last 3 months. Flag patterns: duplicated receipts, weekend/holiday spikes, split transactions just below approval thresholds, frequent 'miscellaneous' descriptions. Provide a ranked list of the top 10 claims to review with a one-paragraph rationale per claim and references to transaction IDs.

REMEMBER

Particularly given the sensitive nature of cases concerning corruption in sport, prompts can unintentionally disclose confidential details if non-secure AI tools are used.



Training data, or training datasets, refers to the information that is used to teach a machine learning model. Once trained, these models are refined using a subsequent **validation dataset** for fine-tuning and a final **testing dataset** used to evaluate performance.

For example An integrity unit may train an AI model on past investigations to prioritise and classify new reports. Another use case would be an AI model trained on sports betting data in order to identify anomalies that indicate suspicious activity.

REMEMBER

The reliance of AI on training data can raise issues in a sports integrity context. In the previous example of an AI model trained on past investigations, if the historical data is biased (e.g. more reports or stricter enforcement in certain regions or communities), the model may learn to flag those groups more often, putting them at an unfair disadvantage and missing risks in under-reported areas. Bias testing, representative data and human oversight are essential. Data privacy concerns can also arise, for example, when AI systems are trained on the biometric data of athletes, as can confidentiality concerns during anti-corruption investigations.

WHAT ARE THE POTENTIAL BENEFITS OF AI FOR ANTI-CORRUPTION IN SPORT?



- **AI can simplify complex matters**, allowing complicated reports or regulations to be presented in a more palatable way to general audiences.
- **AI can enhance the prediction, monitoring and detection** of patterns and anomalies indicative of acts of corruption for human review. This could include unusual betting patterns, performance anomalies or suspicious financial transactions.
- **AI can quickly analyse large amounts of data**. This can help the process of vetting technical officials and other key individuals or speed up random testing analysis when it comes to anti-doping.
- **AI can improve transparency and governance** during contract or event awarding processes, procurement lifecycles and the organisation of major sports events, for example by helping to validate vendors and contractors or by detecting conflicts of interest.
- **AI can assist investigations and case triage** after potential corruption issues have been identified. This can include reviewing large datasets, generating investigation leads and providing analyses that help investigators form a basis for their conclusions.
- **AI can promote objectivity** in judging, refereeing and officiating to prevent human bias and potential match-fixing and corruption schemes. However, AI remains vulnerable to **algorithmic bias**.
- **AI can be used for education and awareness raising**, providing personalised training on anti-corruption and integrity for officials, athletes, event organisers and others.

WHAT ARE SOME OF THE CHALLENGES ASSOCIATED WITH AI?



- **AI hallucinations** occur when a large language model (LLM) provides inaccurate output, potentially based on invented facts or sources. They can result from a variety of factors, including issues with training data. This can cause false or misleading conclusions if the output is not verified.
- **Algorithmic bias** takes place when incorrect assumptions feed into machine learning algorithms, leading to unfair outcomes. These biases often replicate existing forms of discrimination.
- **Data poisoning** is a type of cyber-attack where malicious actors manipulate or corrupt the data used to train AI models, which can lead to harmful or misleading results. For example, AI missing suspicious patterns or generating false positives.
- **Deepfakes** are types of AI-generated or altered content – such as videos, images, audio or text – that convincingly misrepresent reality, usually with the aim of deceiving or manipulating people.

WHAT ARE THE **POTENTIAL** **RISKS** OF AI FOR CORRUPTION IN SPORT?



- **AI can facilitate acts of corruption and undermine institutional governance**, for example during contract or event awarding processes, procurement processes and the organisation of major sports events. AI could be used to better hide acts of corruption, making these harder to detect, investigate and prosecute. This could be done by using AI to both identify vulnerabilities in the related processes and exploit them.
- **AI can be vulnerable to data manipulation**. If the data that AI bases its training and decision-making on is manipulated, falsified or biased, AI models can produce inaccurate or misleading results that could be exploited. This could include the creation of sophisticated match-fixing schemes that are harder to detect. AI hallucinations can also mislead investigations if AI summaries include incorrect claims or fabricated sources.
- **AI can be used to create deepfakes and misinformation**, including as a result of **AI hallucination**. This content could be used to damage the reputation of athletes, officials and organisations, disrupt investigations, exert undue influence, engage in blackmail or influence betting markets.
- **AI can be vulnerable to algorithmic bias and discrimination**, inadvertently perpetuating or exacerbating existing biases, particularly if decisions are over-automated without human supervision. This could lead to unfair advantages or disadvantages on the field of play, biased officiating, discriminatory player selection or unequal access to resources.
- **AI can undermine confidence in sport** if used without proper safeguards and transparency. The above risks all threaten sport's credibility. Beyond this, the very use of AI can create perceptions that sport is being undermined by technology if it leads to noticeable changes to sports that fans know and love.

RED FLAGS

Be cautious when AI output: (i) cites sources you cannot verify; (ii) provides high confidence without evidence; (iii) recommends actions that bypass due process; or (iv) relies on sensitive data entered into non-secure tools.



WHAT PRACTICAL NEXT STEPS CAN YOU CONSIDER?



If you wish to improve AI usage and awareness in your organisation, here are some initial steps that you could follow:

- **Identify potential positive use cases** – such as gaps in existing processes and areas reliant on manual activity – that could be streamlined or strengthened using AI. These cases will be specific to each organisation. Build internal AI capability around these cases.
- **Map the data** that is already used in preventing or investigating corruption issues and other data sources that could be used to develop AI systems.
- **Map key AI corruption risks** in your sport, detailing their likelihood and impact. Consider previously encountered issue areas that could be exacerbated through AI.
- **Start with a small, controlled pilot** before rolling out AI more broadly. Test selected tools in a practical setting, have humans evaluate the output, and identify any unexpected risks or limitations. This allows your organisation to build confidence and learn iteratively without overcommitting resources or embedding flawed systems into critical processes.

WHAT SHOULD YOU CONSIDER WHEN INTEGRATING AI USAGE INTO YOUR ORGANISATION?



- **Ensure your use of AI is properly governed**, including by mainstreaming AI in your organisation's good governance practices. Key considerations include legal and regulatory compliance, protection of sensitive data, maintaining sufficient human review, accessibility and regular monitoring of the use of AI and its impact. The principles included in the [IPACS Sport Governance Benchmark & Guidelines](#), namely transparency, integrity, democracy, development and solidarity, and checks and balances/control mechanisms, also apply to the governance of AI, for example through an AI policy.
- **Ensure that you are transparent about your use of AI**. This includes informing athletes, clubs and other organisations about how AI is being used, such as in the processing of data or in integrity processes. It also includes being transparent about data breaches if they occur.
- **Proper training is important**. Staff who use AI should have a basic understanding of what it can and cannot be used for, the use of approved AI tools for specific activities, and the associated risks, such as the implications of putting confidential organisational information into unsecure platforms and when secure platforms should be used.
- **The adoption of AI is most likely to succeed when it supports existing processes and controls, instead of completely replacing them**. AI cannot replace human judgement. But it can sit alongside existing measures to help combat corruption in sport.

- AI-enabled misinformation, impersonation and coercion can target individuals. Integrity programmes should ensure confidential reporting mechanisms, clear protection against retaliation and safe signposting for support, alongside careful evidence-handling and confidentiality practices.
- Much like anti-corruption efforts and the promotion of good governance, **embedding AI into an organisation is a continuous process**. Rather than a task that can be completed, it should be viewed as an ongoing journey.

BACKGROUND

This fact sheet has been developed by the International Partnership Against Corruption in Sport (IPACS)'s Working Group on Artificial Intelligence (AI) and Corruption in Sport. On a limited and selective basis, the Working Group used generative AI, with strict human oversight, to assist with drafting. The fact sheet will be updated on an ongoing basis when required. If you have an enquiry concerning the IPACS AI Working Group, feel free to reach out to the IPACS Support Office at contact@ipacs.sport.