ETHORITY®
AI BUSINESS OPERATING SYSTEM

SECTOR BRIEF

GOOD AI PRISM · SECTOR BRIEF 2026/27 · HR & WORKFORCE

AI enters hiring. The rules arrive 2 Dec 2027.

Put AI to work in people decisions: what HR leaders and employee representatives need now, and the rules by jurisdiction.



30

AI offerings mapped in HR & Recruiting

GOOD AI PRISM, OCT 2026

17

jurisdictions mapped for AI in hiring and work

GOOD AI PRISM, OCT 2026

2 Dec 2027

EU high-risk duties for employment AI apply

EU AI ACT, AS AMENDED 2026

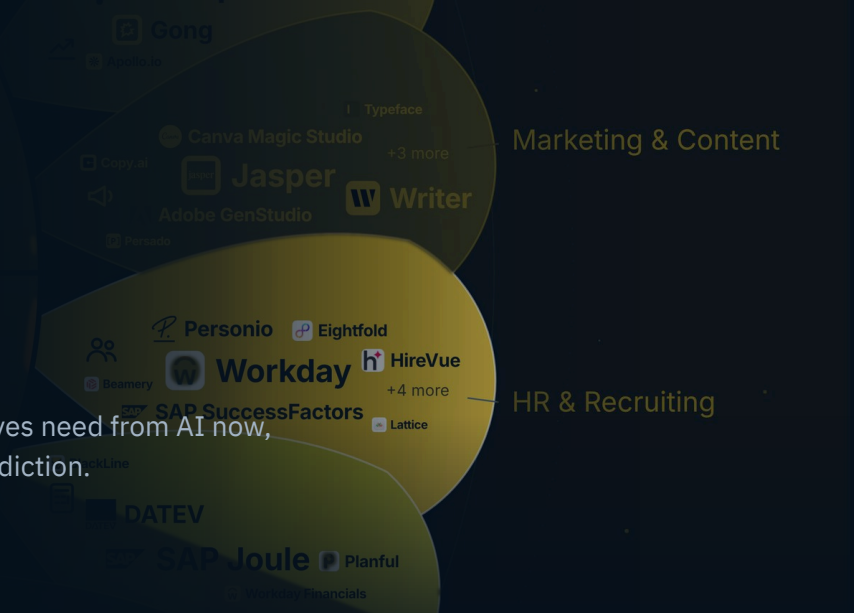
GLOBAL EDITION · EN · v1.6 · OCT 2026

Created by Sten Franke with a people and governance lens by Severin L. Wilson

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In this brief.

What HR leaders and employee representatives need from AI now, what the market offers, and the rules by jurisdiction.



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01	AI moves from admin to assessment.	4
02	Employees are ahead of the rules.	8
03	Hiring AI becomes high-risk on 2 Dec 2027.	12
04	30 AI offerings for HR, half in recruiting.	18
05	Measure people outcomes before you scale.	22
At a glance	At a glance: six numbers on AI at work	3
ETHORITY	The problem, how ETHORITY helps, about ETHORITY	28
Method	Method and sources	31
Imprint	Imprint, licence and lineage	33

ABOUT THIS BRIEF

Market figures come from the Good AI Prism 2026/27 study dataset: every entry is recorded with a dated source from the provider's own pages. Job groups are ETHORITY's classification. External figures name their source, population and date; populations differ between countries and are not combined. This brief is not legal advice.

AT A GLANCE

HR is where AI meets people decisions.

AI in HR is moving from writing job ads to screening candidates, answering employee questions and assessing performance. Each step brings it closer to decisions that the EU AI Act treats as high-risk.

This brief applies the Good AI Prism Market Study 2026/27 to one area: HR and the workforce. It combines the study's market map of 30 AI offerings for HR and recruiting with current research on adoption, skills and rules across major jurisdictions. Europe is ETHORITY's hub market and Germany its home and test market, so both get the closest look. The brief ends with the questions to settle before a pilot.

READ ON

The HR & Recruiting area in the online Good AI Prism, with every entry, its source and date, and HR offerings compared side by side.

39%

of US organisations have implemented AI in HR; recruiting leads at 27%

SHRM, APR 2026

56%

of UK workers used AI at work in the past year; 19% use it daily

PWC, OCT 2026

86.4%

of Japanese companies use generative AI for some work, against 90.9% in the US and 98.1% in China

MIC, JUL 2026

58%

of employees worldwide use AI at work, 93% in China

KPMG AND UNIVERSITY OF MELBOURNE, 47 COUNTRIES, 2025

13%

of German firms use AI to answer internal HR queries; 12% to assess performance

BITKOM, AUG 2026

29.1%

of employees who use AI at work in Germany use tools their employer did not provide

IW, SEP 2026

01

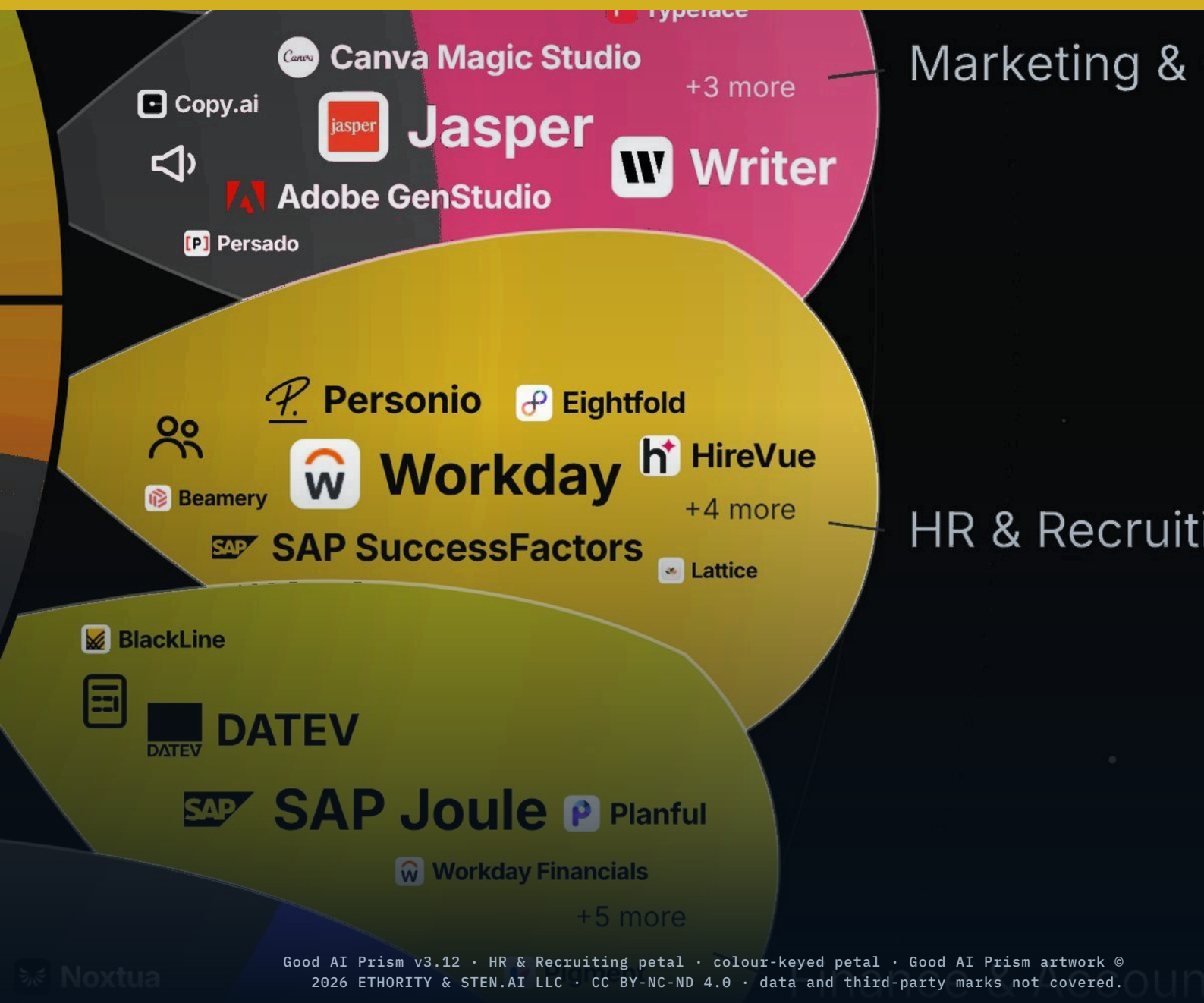
AI moves from admin to assessment.

Employee use, firm adoption and HR implementation are different measures, and each is now substantial in the samples cited. In the US 39% of organisations have implemented AI in HR, recruiting first. Germany, ETHORITY's test market, shows where HR use is heading: the fastest growth is in assessment.

HR & Workforce

IN THIS CHAPTER

USE IS SPREADING FROM · 6
GERMANY SHOWS WHERE · 7



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58%

of employees worldwide use AI at work, 93% in China

KPMG AND UNIVERSITY OF MELBOURNE, 47 COUNTRIES, 2025

WHERE HR STANDS

Use is spreading from admin to assessment.

39%

of US organisations have implemented AI in HR; recruiting leads at 27%

SHRM, APR 2026

Employee use, firm adoption and HR implementation are different measures, and each is now substantial in the samples cited. 58% of employees worldwide use AI at work (KPMG and University of Melbourne, 2025). In the UK 56% of workers used it in the past year (PwC, Oct 2026), and in the US 39% of organisations have implemented AI in HR, with recruiting the leading use at 27% (SHRM, Apr 2026). In the EU, one in five enterprises with ten or more staff used AI in 2025 (Eurostat).

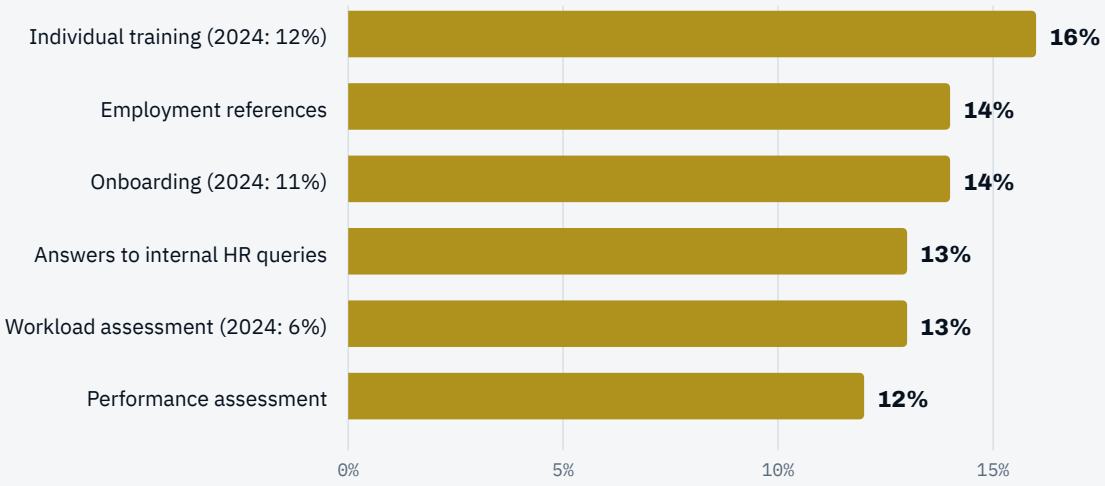
The fastest growth is in assessment.

BITKOM, AUG 2026 · 602 COMPANIES

EXHIBIT 1.1

Assessment grows fastest: AI for workload assessment more than doubled to 13%.

Share of companies currently using AI for each task, 2026; marker shows 2024 where reported



Source · Bitkom, 18 Aug 2026 · n = 602 companies with 3+ employees

WHERE HR STANDS

Germany shows where HR use is heading.

Germany, ETHORITY's test market, shows where HR use is heading. The most common uses are still supportive: training, references, onboarding and answers to employee questions. The fastest growth is in assessment. The share of firms using AI to assess workload more than doubled, from 6% in 2024 to 13%, and 12% already use it to assess performance (Bitkom, Aug 2026).

HUB AND TEST MARKET

Europe is ETHORITY's hub market and Germany its home and test market, so both get the closest look in this brief.



Good AI Prism v3.12 · HR & Recruiting petal lit · wide band through the petal and its neighbours · Good AI Prism artwork © 2026 ETHORITY & STEN.AI LLC · CC BY-NC-ND 4.0 · data and third-party marks not covered.

02

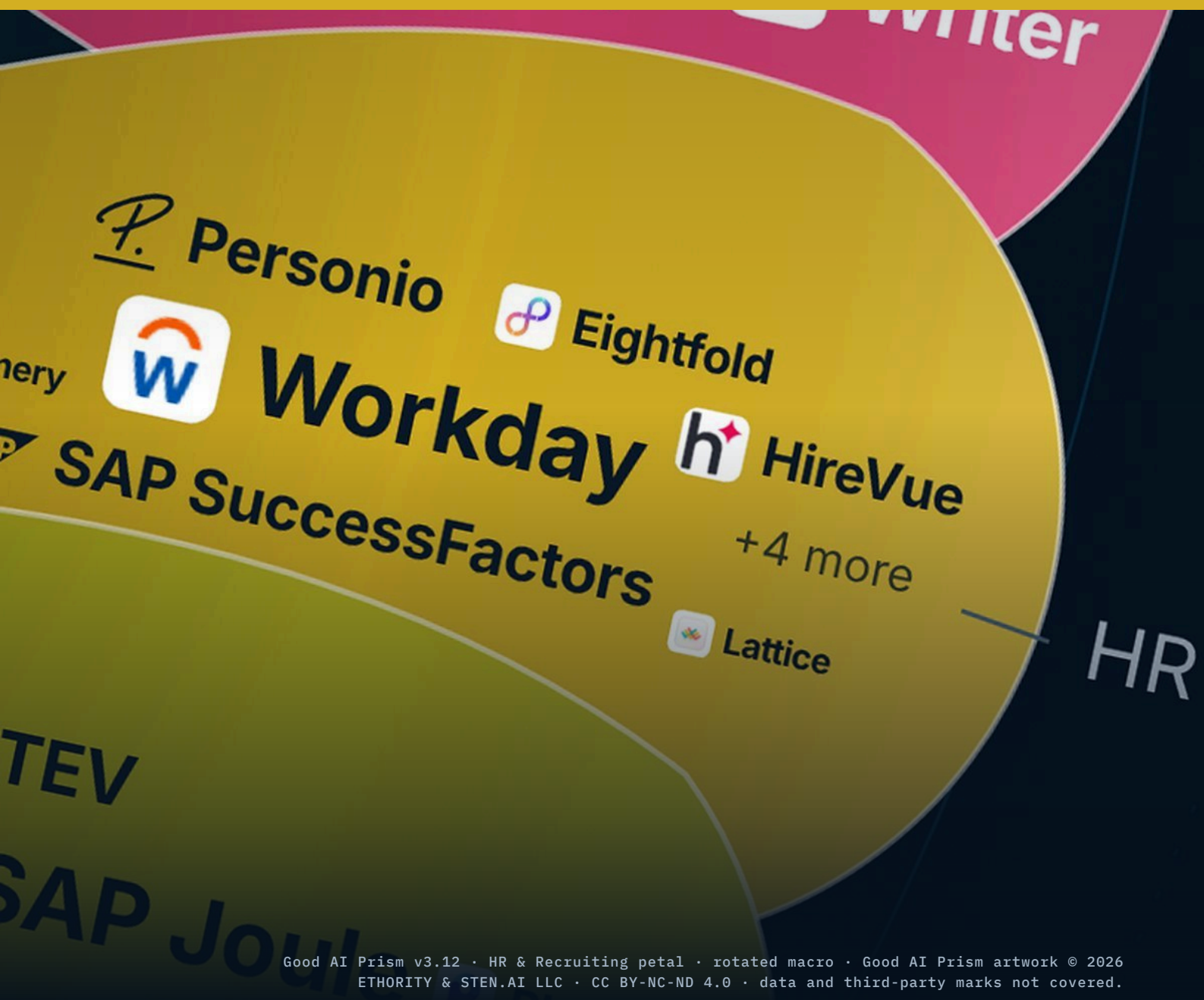
Employees are ahead of the rules.

Employees are not waiting. In Germany, 29.1% of people who use AI at work use tools their employer did not provide. Only 23% of German firms have rules for AI use, and 43% offer no AI training at all. The labour-market evidence is still mixed.

HR & Workforce

IN THIS CHAPTER

EMPLOYEES ARE AHEAD OF · 10
THE LABOUR-MARKET EVIDENCE · 11



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29.1%

of employees who use AI at work in Germany use tools their employer did not provide

IW KURZBERICHT 63/2026, SEP 2026 · 2,793 AI USERS

THE WORKFORCE SIDE

Employees are ahead of the rules.

8%

of German firms offer AI training to all staff

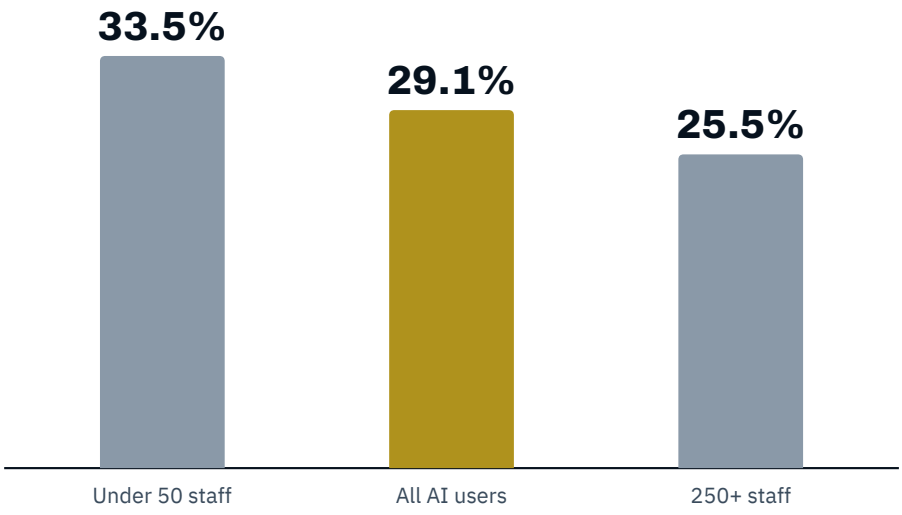
BITKOM, SEP 2025

Employees are not waiting. In Germany, 29.1% of people who use AI at work use tools their employer did not provide; the share is higher in small firms (IW, Sep 2026). Only 23% of German firms have rules for AI use (Bitkom, Oct 2025), and 43% offer no AI training at all, while 8% train all staff (Bitkom, Sep 2025).

EXHIBIT 2.1

Shadow AI is highest in small firms: a third of AI users bring their own tools.

Share of employees using AI at work who use tools not provided by their employer, Germany



Source · IW Kurzbericht 63/2026 · about 5,000 employees, 2,793 AI users, Mar–Apr 2026

THE WORKFORCE SIDE

The labour-market evidence is still mixed.

The labour-market evidence is still mixed. About one in four workers worldwide is in an occupation with some exposure to generative AI, and 34% in high-income countries (ILO, May 2025). US payroll data show a 13% relative employment decline for 22- to 25-year-olds in the most exposed occupations (Stanford Digital Economy Lab, Sep 2025), while LinkedIn reports that it does not yet see AI affecting entry-level roles (Jan 2026).

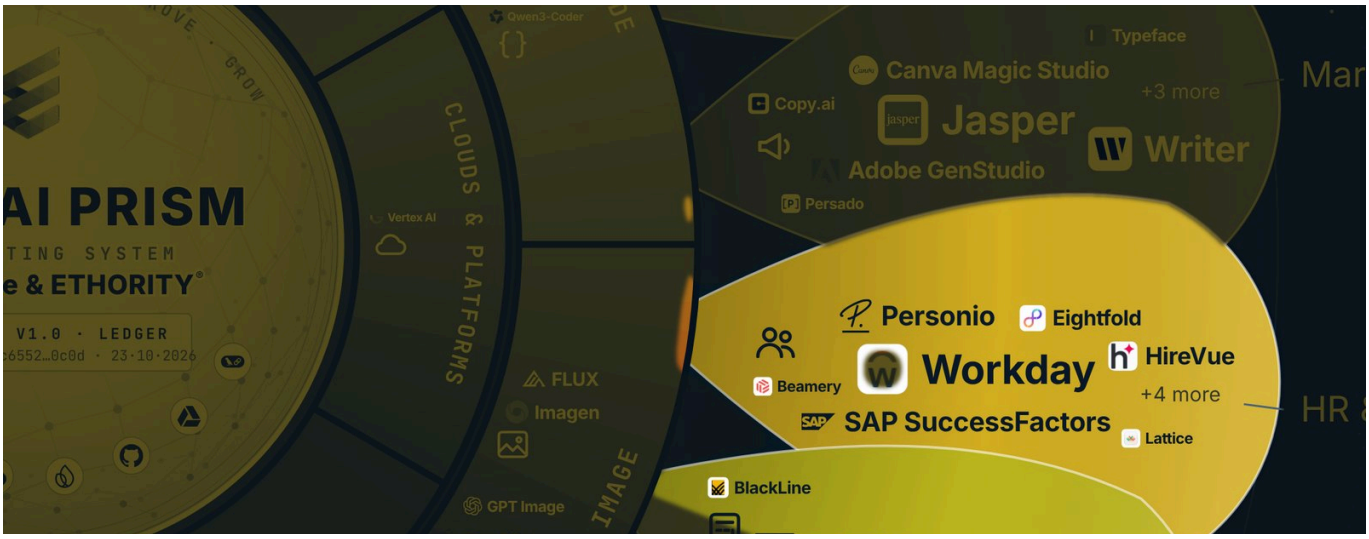
23%

of German firms have rules for AI use

BITKOM, OCT 2025

Only 23% of German firms have rules for AI use.

BITKOM, OCT 2025



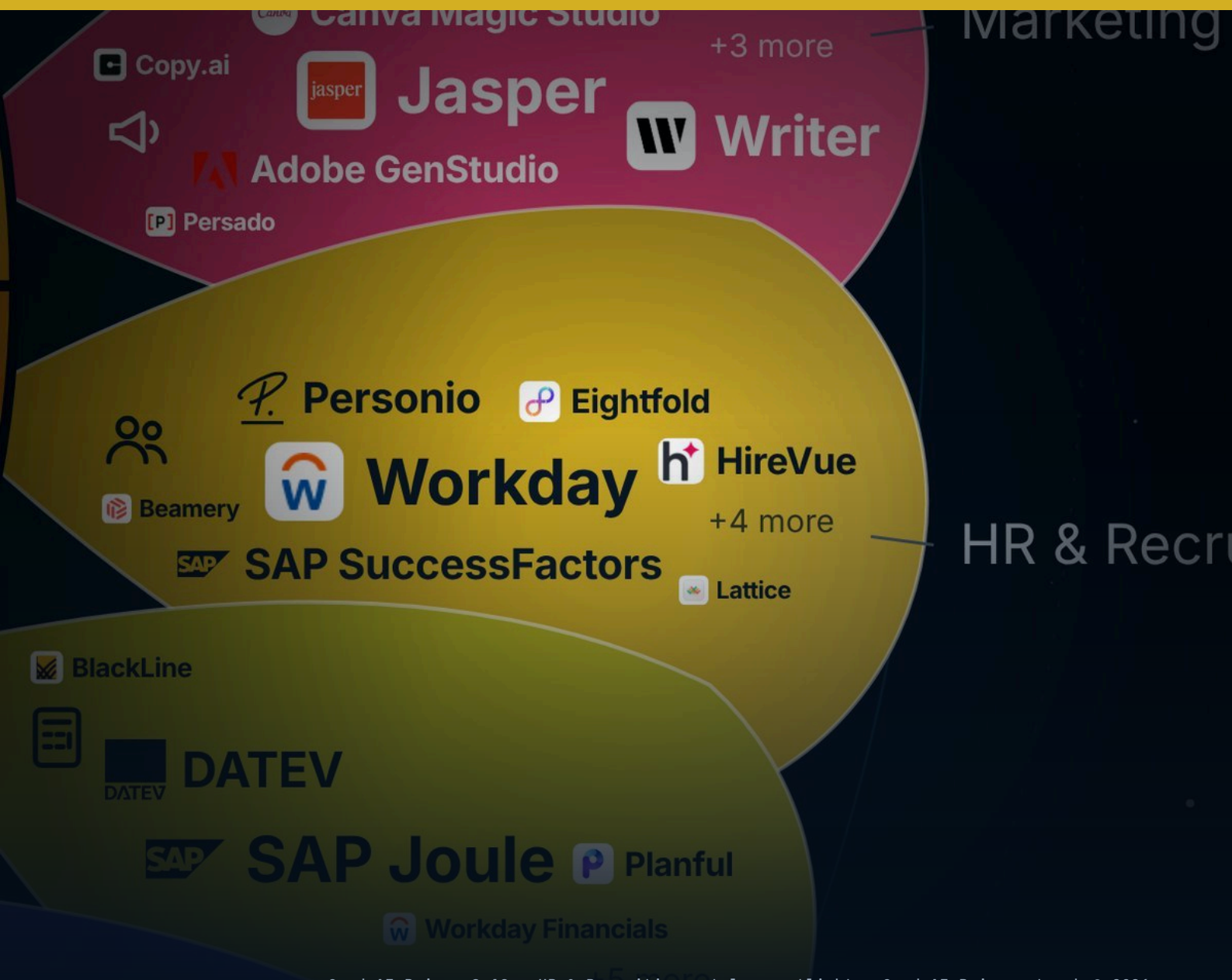
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03

Hiring AI becomes high-risk on 2 Dec 2027.

ETHORITY reads the rules by jurisdiction. Europe is the hub market: the EU AI Act is the most detailed rulebook for AI in employment. Germany, the home and test market, adds co-determination. Rules for AI in hiring and work now exist on every continent, but they differ in kind.

IN THIS CHAPTER
EUROPEAN UNION: · 14
GERMANY, THE HOME AND TEST · 15
RULES BY JURISDICTION: WHERE YOU HIRE DECIDES WHICH RULES APPLY. · 16
RULES BY JURISDICTION: ASIA-PACIFIC FRAMEWORK LAWS AND DATA RIGHTS. · 17



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2 Dec 2027

Annex III employment uses become high-risk in the EU: recruitment and selection, promotion, termination, monitoring and evaluation

REGULATION (EU) 2026/1744, DIGITAL OMNIBUS ON AI

THE RULES

European Union: the hub market.

ETHORITY reads the rules by jurisdiction. Europe is the hub market: the EU AI Act is the most detailed rulebook for AI in employment. Germany, the home and test market, adds co-determination. The next page maps the other major jurisdictions.

EXHIBIT 3.1

Employment AI becomes high-risk in the EU on 2 Dec 2027.

AI Act and Platform Work Directive dates for HR (highlighted: high-risk duties)



Source · Regulation (EU) 2024/1689 as amended by Regulation (EU) 2026/1744; Directive (EU) 2024/2831

DATES

Dates as amended by the Digital Omnibus on AI, Regulation (EU) 2026/1744, in force since 27 July 2026.

2 Feb 2025 · In force	Emotion recognition in the workplace is prohibited (AI Act Art. 5(1)(f)); employers must take measures to support staff AI literacy (Art. 4).
2 Aug 2026 · In force	Transparency: people must be told when they interact with an AI system, such as a recruiting chatbot (Art. 50).
2 Dec 2026 · Platforms	Transposition deadline of the Platform Work Directive: human oversight and explanation for algorithmic management on digital labour platforms.
2 Dec 2027 · High-risk	Annex III employment uses become high-risk: recruitment and selection (4a); promotion, termination, task allocation, monitoring and evaluation (4b). Deployers must ensure human oversight, keep logs and inform workers' representatives before use (Art. 26).

THE RULES

Germany, the home and test market, adds co-determination.

- § 87(1) no. 6 BetrVG: the works council co-determines technical systems that are objectively suitable for monitoring behaviour or performance; AI introduction usually needs a works agreement.
- § 90 and § 95(2a) BetrVG: information and consultation on AI in work procedures; consent for selection guidelines, also when AI creates them.
- § 80(3) BetrVG: the works council may call in an expert to assess AI.
- GDPR Art. 22: limits on fully automated decisions; people affected are entitled to an intelligible explanation (CJEU C-203/22, Feb 2025).

HUB AND TEST MARKET

Europe is ETHORITY's hub market and Germany its home and test market, so both get the closest look in this brief.

AI introduction usually needs a works agreement.

§ 87(1) NO. 6 BETRVG



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RULES BY JURISDICTION · EUROPE AND THE AMERICAS

Where you hire decides which rules apply.

Rules for AI in hiring and work now exist on every continent, but they differ in kind: binding duties for high-risk uses in the EU and Korea, audit and notice laws in US states and cities, data-protection rights in the UK, China and India, and promotion laws without penalties in Japan. Status October 2026; sources at the end of this brief.

JURISDICTION	INSTRUMENT	APPLIES	WHAT IT MEANS FOR HR
European Union	AI Act, amended by the Digital Omnibus on AI	Bans since 2 Feb 2025; Art. 50 since 2 Aug 2026; Annex III from 2 Dec 2027	Hiring, promotion, allocation and monitoring are high-risk: human oversight, logs, informing workers' representatives. Emotion recognition at work is banned.
Germany	Works Constitution Act §§ 80, 87, 90, 95; GDPR Art. 22	In force	Works agreement usually needed for AI that can monitor performance; works council consent for selection guidelines.
United Kingdom	Data (Use and Access) Act 2025, s. 80	Since 5 Feb 2026	Significant automated decisions allowed with safeguards: information, the right to contest and human review; stricter for special category data.
United States	Title VII, ADA, ADEA; Executive Order 14365	In force	No federal AI employment statute; liability for discriminatory outcomes remains. Federal action challenges state AI laws, which stay enforceable unless courts or Congress act.
New York City	Local Law 144	Since 5 Jul 2023	Annual independent bias audit, published summary and candidate notice for automated employment decision tools.
Colorado	SB 26-189 (replaces SB 24-205)	From 1 Jan 2027	Notice before use; adverse-outcome notice within 30 days; data correction and human review on request; records for three years.
Illinois	Human Rights Act, amended by HB 3773	Since 1 Jan 2026	AI use with a discriminatory effect is unlawful; notice when AI is used in hiring, promotion, discipline or discharge.
California	Civil Rights Council ADS regulations; CPPA ADMT regulations	Since 1 Oct 2025; ADMT duties by 1 Jan 2027	Four-year records; anti-bias testing counts as evidence; notice, opt-out, access and risk assessment for significant employment decisions.
Texas	TRAIGA (HB 149)	Since 1 Jan 2026	AI deployed with intent to discriminate is prohibited; enforcement by the Attorney General.
Ontario, Canada	Employment Standards Act (Working for Workers Four Act)	Since 1 Jan 2026	Public job postings must say whether AI screens, assesses or selects applicants; employers with 25 or more staff.
Brazil	AI bill PL 2338/2023	Passed by the Senate; pending in the Chamber	The Senate text lists hiring as high-risk.

RULES BY JURISDICTION · ASIA-PACIFIC

Asia-Pacific: framework laws and data rights.

Asia-Pacific relies less on employment-specific AI rules. Korea is the exception, with binding duties for hiring as high-impact AI. China, India and Australia work through data-protection law; Japan and Singapore through promotion laws and fair-employment guidance.

JURISDICTION	INSTRUMENT	APPLIES	WHAT IT MEANS FOR HR
China	Personal Information Protection Law Art. 24	Since 1 Nov 2021	Automated decisions must be transparent and fair; right to an explanation and to refuse solely automated decisions with major impact.
Japan	AI Promotion Act	Since 1 Sep 2025	No penalties; businesses are expected to make efforts and cooperate with government measures.
South Korea	AI Basic Act	Since 22 Jan 2026, fines deferred in a grace period	Hiring is high-impact AI: advance notice, explanation of outcomes and criteria, human oversight and documentation.
Singapore	Workplace Fairness Act; Tripartite Guidelines	Act expected end-2027; guidelines now	Fair-employment rules apply regardless of technology; grievance procedures required under the Act.
India	Digital Personal Data Protection Act and Rules 2025	Main duties from May 2027	Notice, lawful basis and data rights for processing personal data, including employee data.
Australia	Privacy Act, automated decision transparency	From 10 Dec 2026	Privacy policies must disclose decisions made by, or substantially relying on, automated decision-making.

Sources: statutes and regulators; CMS (29 Jul 2026), Littler, IAPP, NY State Comptroller (2 Dec 2025), Epstein Becker Green, Paul Hastings, Akin, Duane Morris, Cooley, White & Case, HSF Kramer, AZB & Partners, ACS. Status October 2026. Not legal advice.

04

30 AI offerings for HR, half in recruiting.

The Good AI Prism 2026/27 places 30 offerings in HR & Recruiting. Half serve recruiting and hiring, from job ads and sourcing to interview notes and autonomous screening agents. The rest are HR suites with built-in AI, talent intelligence, learning, performance tools and an employee service agent.

HR & Workforce

IN THIS CHAPTER

30 AI OFFERINGS FOR HR, HALF OF · 20
THE HR & RECRUITING AREA IN THE · 21



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15 of 30

mapped HR offerings serve recruiting and hiring

GOOD AI PRISM 2026/27 STUDY DATASET, OCT 2026

THE MARKET MAP

30 AI offerings for HR, half of them in recruiting.

The Good AI Prism 2026/27 places 30 offerings in HR & Recruiting. Half serve recruiting and hiring, from job ads and sourcing to interview notes and autonomous screening agents. The rest are HR suites with built-in AI, talent intelligence, learning, performance tools and an employee service agent.

EXHIBIT 4.1

Recruiting leads the market: 15 of 30 offerings serve hiring.

Number of offerings per job group; names alphabetical, not a ranking Logos as shown in the Good AI Prism v3.12 artwork.

15 — **Recruiting & hiring**

Ashby AI · Greenhouse AI · HireVue · iCIMS Copilot · JOIN AI assistant · Metaview · Paradox · Phenom X+ Agents · Retorio · SeekOut Agentic AI Recruiting · softgarden AI recruiting · Teamtailor Co-pilot · Textio · Winston (SmartRecruiters) · Workable AI Recruiting Agents

AI Act · Annex III 4(a) when used for recruitment or selection

6 — **HR suites with AI**

Cegid HR · Oracle HCM · Personio · Rippling · SAP SuccessFactors · Workday

AI Act · Depends on the modules and intended use

3 — **Talent intelligence & people analytics**

Beamery · Eightfold · Vee (Visier)

AI Act · Annex III 4(b) when used for promotion, allocation or evaluation

3 — **Learning**

360Learning · Cornerstone Galaxy · Docebo AI Creator

AI Act · Depends on the modules and intended use

2 — **Performance & engagement**

Bob AI (HiBob) · Lattice

AI Act · Annex III 4(b) when used for promotion, allocation or evaluation

1 — **Employee service agents**

Leena AI

AI Act · Art. 50 disclosure when people interact with it

Source · Good AI Prism 2026/27 study dataset · job groups: ETHORITY classification · The AI Act classifies uses, not products. Whether an offering is high-risk depends on what it is used for.

THE MARKET MAP

The HR & Recruiting area in the Good AI Prism.

EXHIBIT 4.2

North America hosts 18 of the 30 providers; Europe 12, four of them in Germany.

Where the 30 providers are headquartered · 13 : 17: Europe : North America when counted by parent company



18
North America

12
Europe, of which 4 in Germany

Source · Headquarters per provider pages and public registers, October 2026. SAP acquired SmartRecruiters in 2025; Workday acquired Paradox.

The online Good AI Prism places each offering in its business area and shows the source and date behind every entry. The preview below shows the HR & Recruiting area as it appears in October 2026.

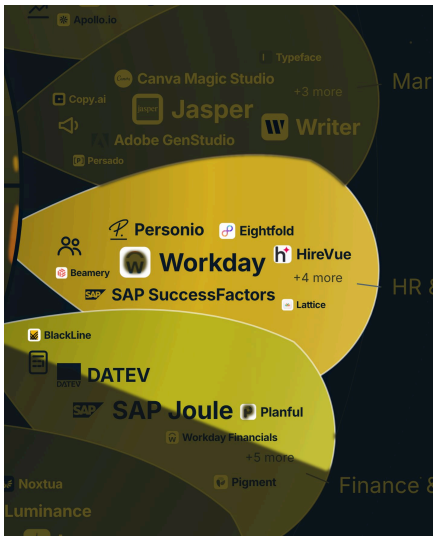
SCENARIO

How to read an area

Select an area to see the offerings placed there, then open a profile to check the provider's own statement, its date and the decision facts recorded for it, such as pricing basis, data hosting and training on customer data where documented. Compare offerings side by side.

ONLINE VIEW

Entries with their source and date. The preview shows 11 profiled entries; this brief counts all 30 recorded for the edition.



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05

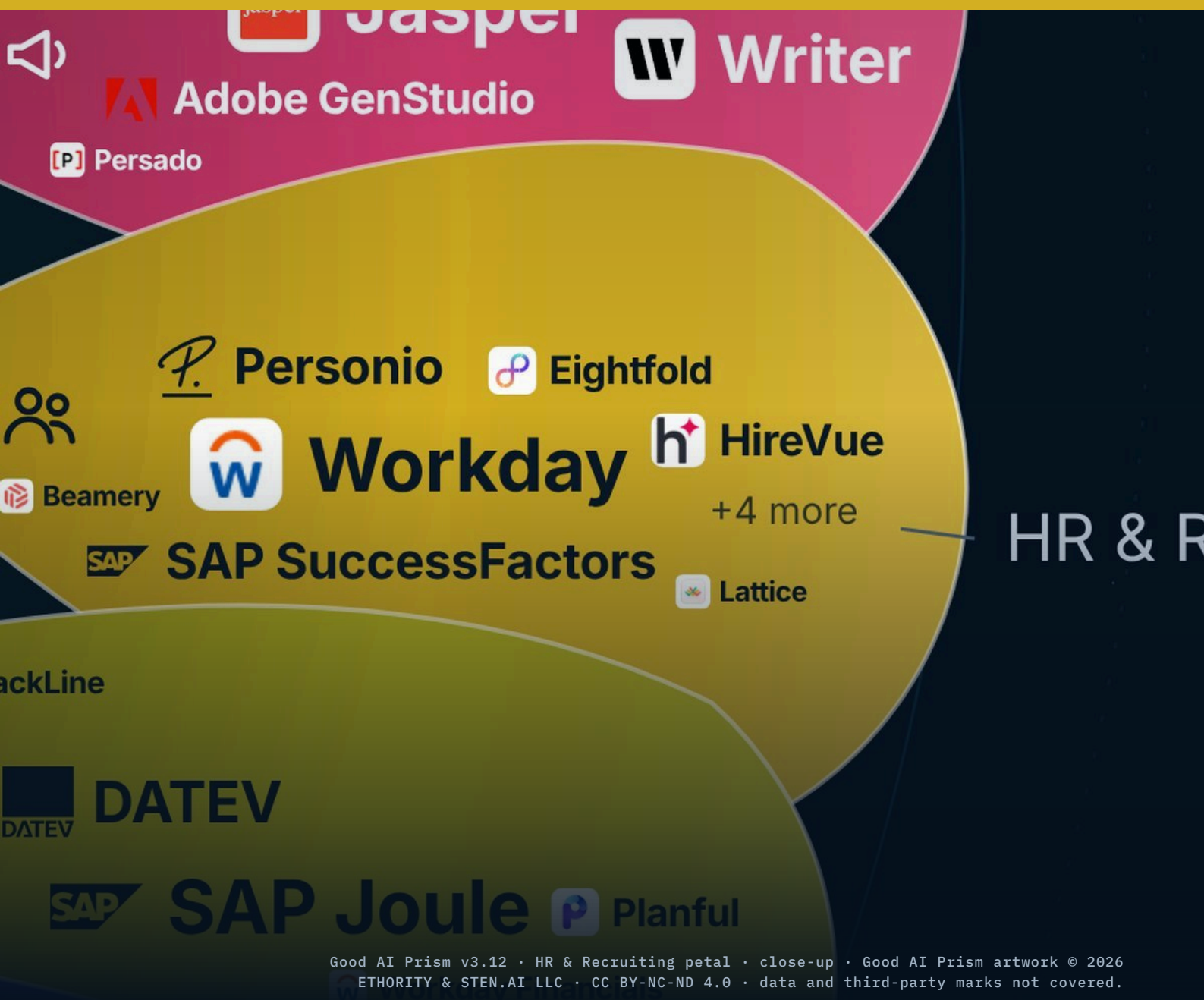
Measure people outcomes before you scale.

AI already shapes how people are hired, developed and supported at work. HR decides whether it builds trust or erodes it. 56% of HR functions do not formally measure AI success, and 52% of organisations do not involve HR in AI strategy (SHRM).

IN THIS CHAPTER

WHAT HR LEADERS NEED, AND WHAT TO · 24
PLAN THE PEOPLE SIDE · 25
A 90-DAY START · 26
WHAT THE EVIDENCE ADDS · 27

HR & Workforce



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56%

of HR functions do not formally measure AI success

SHRM, STATE OF AI IN HR 2026, APR 2026

NEEDS AND DECISIONS

What HR leaders need, and what to ask before a pilot.

What HR leaders report

MEASUREMENT

56% of HR functions do not formally measure AI success; 16% use return on investment (SHRM, Apr 2026).

A SEAT AT THE TABLE

52% of organisations do not involve HR in AI strategy (SHRM).

SKILLS

71% of EU firms that considered AI cite a lack of expertise (Eurostat, 2025); 43% of German firms offer no AI training (Bitkom, Sep 2025).

RULES AND AWARENESS

57% of US HR professionals in states with workforce AI rules do not know them (SHRM); 23% of German firms have rules for AI use (Bitkom, Oct 2025).

Seven questions before AI touches people decisions

1. Is this a hiring or workforce use that a jurisdiction where we hire regulates: EU Annex III, New York City, Colorado, Illinois, California or Korea?
2. Does any feature infer emotions, for example in video interviews? In the EU that is already prohibited at work.
3. Where employee representatives have rights, as works councils do in Germany, is their agreement needed before use?
4. Could a decision with significant effect be fully automated, and can we explain it intelligibly?
5. Who is the named, trained person overseeing outputs that affect people?
6. How do candidates and employees challenge a result, and how fast do we respond?
7. How will we measure quality, fairness and accepted outcomes before we scale?

WORKFORCE PLAN

Plan the people side with the technology.

When agendas change quickly, the people side breaks first: half-adopted tools, skills that lag the system, employees who were not involved, and decisions no one owns. Plan adoption, training, employee participation and accountable oversight as part of every staged commitment, not after it.

SEVERIN L. WILSON, WORKFORCE LENS IN THE GOOD AI PRISM MARKET STUDY 2026/27

Workforce annex to the pilot charter

Affected roles	Which roles and how many people the pilot touches
Baseline workload	Volume, time and quality of the work today, measured before the pilot
Skills needed	Operating, reviewing and improving the system; training plan and owner
Employee consultation	Works council or staff representatives where applicable; when and how they are involved
Oversight owner	The named person accountable for outputs that affect people
Escalation and appeal	How employees and affected people can challenge an output, and the response time
Capacity plan	Where released time goes: service, quality, growth or redeployment; who decides
Measured quality	Error rate, complaints and review findings, tracked with the outcome measure

BEST PRACTICE

Saved time is not realised value.

Count it when released capacity has demonstrably gone into service, quality or growth.

NEXT STEPS

A 90-day start for HR.

01

Inventory

List every AI use in HR, including tools employees bring themselves.

02

Classify

Map each use against the rules in every jurisdiction where you hire, with legal review.

03

Involve

Bring in employee representatives early; in Germany, agree a framework with the works council.

04

Enable

Document AI literacy measures and name trained overseers.

05

Pilot

Run one recruiting or HR-service use with the workforce annex and a baseline.

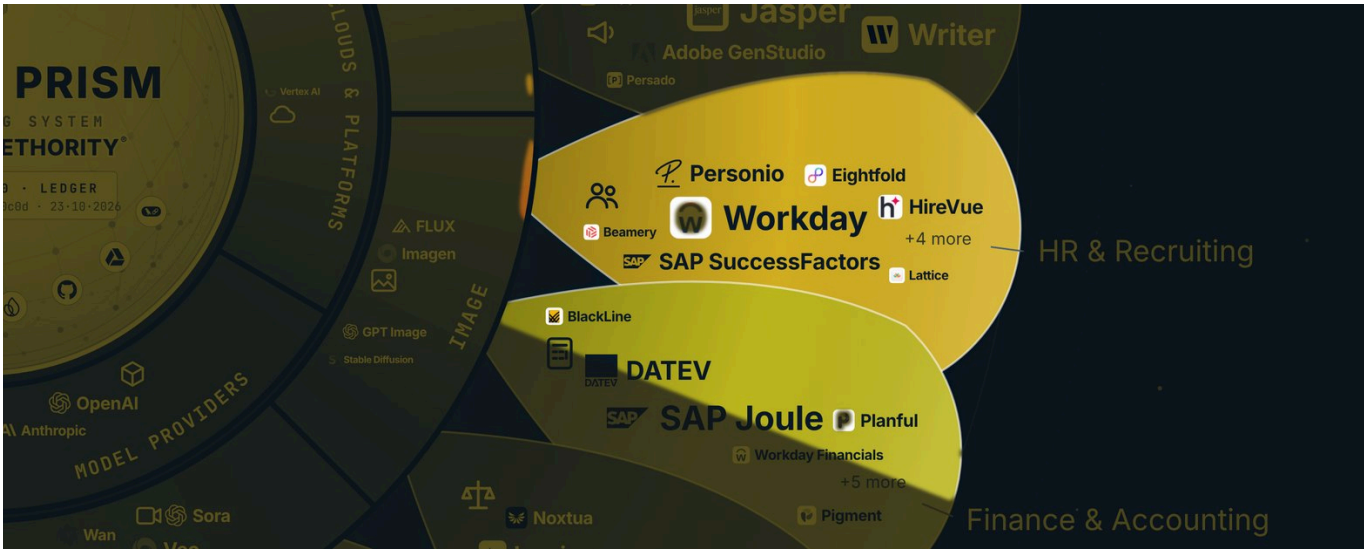
06

Decide

Scale only on measured quality, fairness and accepted outcomes.

ETHORITY RECOMMENDATION

ETHORITY recommendation, derived from the rules and evidence in this brief.



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CONCLUSIONS

What the evidence adds up to.

AI already shapes how people are hired, developed and supported at work. HR decides whether it builds trust or erodes it. Five conclusions for decisions now.

1 Bring shadow AI into the light

EVIDENCE 29.1% of German employees who use AI at work use tools their employer did not provide; only 23% of firms have rules.

WHAT TO DO Inventory all AI use and give staff approved tools and clear rules.

SEE · THE WORKFORCE SIDE

2 Treat hiring and assessment as high-risk now

EVIDENCE Employment AI becomes high-risk in the EU from Dec 2027; half of the mapped offerings serve recruiting.

WHAT TO DO Build human review, documentation and worker information into recruiting and assessment tools.

SEE · THE RULES; MARKET MAP

3 Give HR a seat at the AI table

EVIDENCE 52% of organisations do not involve HR in AI strategy (SHRM).

WHAT TO DO Make HR co-owner of AI decisions that affect people.

SEE · NEEDS AND DECISIONS

4 Train before you scale

EVIDENCE 43% of German firms offer no AI training; 71% of EU firms considering AI cite missing expertise.

WHAT TO DO Make AI literacy a condition of every rollout.

SEE · NEEDS AND DECISIONS

5 Measure people outcomes

EVIDENCE 56% of HR functions do not formally measure AI success.

WHAT TO DO Track time to hire, quality, fairness and employee experience with a baseline.

SEE · NEEDS AND DECISIONS

THE PROBLEM

HR is not short of AI tools. It is short of rules, skills and measured outcomes.

HR leaders must enable AI across the workforce, keep hiring and assessment fair and lawful, and show the value to boards and employees.

THE PROBLEM	WHAT WE SEE IN THE EVIDENCE	WHAT IT COSTS
Shadow AI	Many employees use AI tools their employer did not provide.	Data leaks and inconsistent decisions.
High-risk decisions	Recruiting, promotion and assessment are regulated as high-risk.	Legal exposure and loss of trust.
Skills gap	Most firms train few or none of their staff in AI.	Low adoption or misuse.
Unclear value	Most HR functions do not measure AI success.	Budgets without proof.
Works councils and trust	Co-determination and worker information rules apply.	Delays and resistance.

The question behind every project: what should improve, which options are credible, what evidence is missing, what implementation requires, and who owns the outcome?

ETHORITY



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HOW ETHORITY HELPS

From AI ambition to a workforce that trusts it.

ETHORITY helps HR leaders choose, govern and prove AI: from independent market evidence to decisions that can be defended to employees, works councils and regulators.

01
Discover
Find and qualify the opportunity: options, evidence, constraints and rules.

02
Create
Design and build the solution with your data, systems and people.

03
Run
Operate it responsibly, with owners, controls and support.

04
Improve
Measure against the objective and adjust.

05
Grow
Turn what was learned into new capability and value.

Where a project can begin

AI opportunity case
One use, such as recruiting, onboarding or employee service, assessed against evidence, cost and rules, ending in a decision: pilot, redesign, expand or stop.

Vendor and evidence due diligence
Good AI Prism research profiles and comparisons of the 30 HR offerings, with a structured check of fairness and data claims.

AI estate audit
An inventory of AI across HR and the workforce, including shadow AI, with owners, risks and overlaps.

Governance and AI Act readiness
Each use mapped to the AI Act, data protection and co-determination, with worker information and human review.

AI literacy programmes
Role-based training for HR, managers and employees, documented for Art. 4.

From pilot to operation
A pilot charter with baseline, threshold and stop conditions, then building and running the solution on ETHORITY's AI Business Operating System.

WHO WE WORK WITH

HR and people leaders, works councils, recruiting teams, HR technology providers, employers' associations and public employers. Start with one question. Talk to us: sten@ethority.ai · severin@ethority.ai

ABOUT ETHORITY

From understanding markets to building AI capability.

2009

the first Social Media Prisma, the start of ETHORITY's market maps

ETHORITY, 21 SEP 2009

LINEAGE

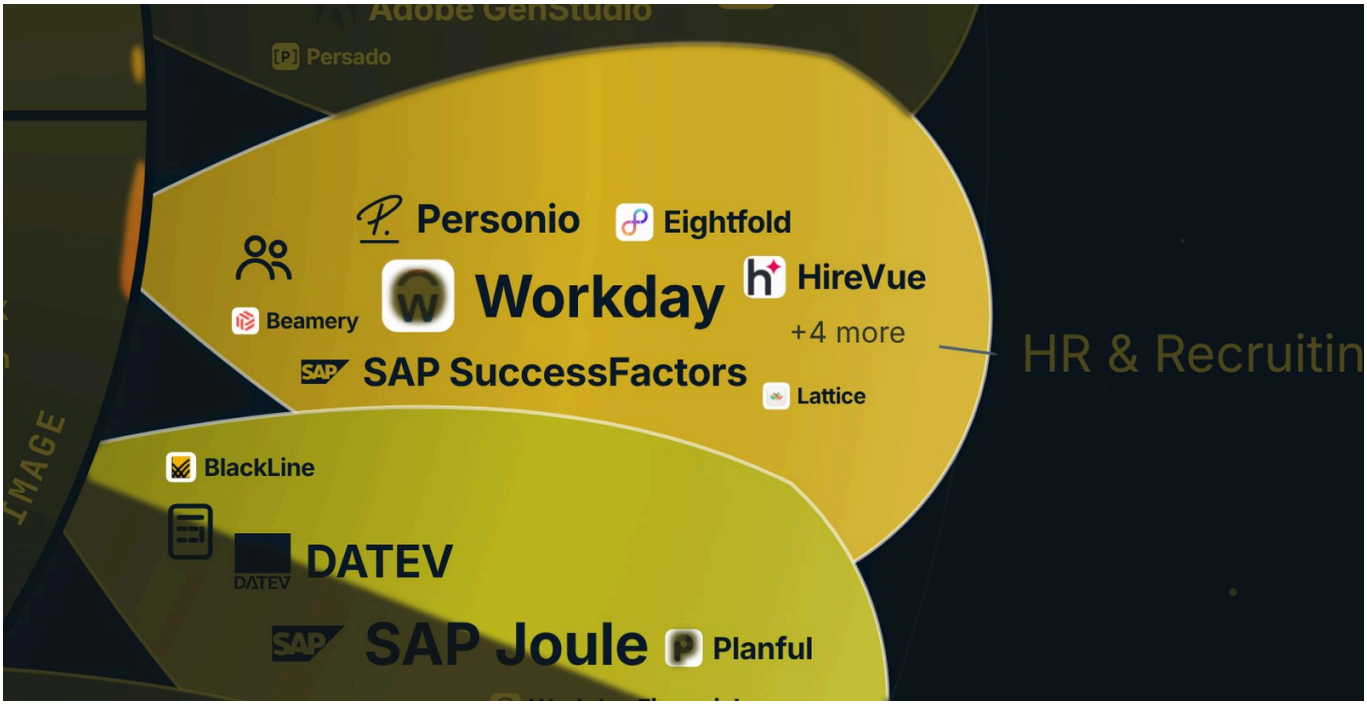
Good AI Prism by Sten Franke & ETHORITY® · since the first Social Media Prisma in 2009 · roots: ETHORITY.AI and STEN.AI

ETHORITY connects market intelligence, research and practical delivery to help organisations put AI to work. It is built as an AI1st organisation: humans and AI agents work on one AI Business Operating System, with the research, engineering and operations to build and run AI after the pilot. Its roots lie in the digital intelligence business Sten Franke founded in 2005, which combined monitoring, research and advisory work to help organisations understand changing markets.

The Good AI Prism is the entry point: research profiles, documented relationships and comparisons help users investigate their options. Advisory, governance and transformation work connect those options with an organisation's objectives, data, systems, people and operating conditions. More on ETHORITY, the company.

SELECTED REFERENCES AND PARTNERS SINCE 2005

Bosch · Bayer · BMW · Siemens · Mercedes-Benz · Coca-Cola · Deutsche Bank · T-Mobile · Telefónica o2 · DHL · EDEKA · AIDA Cruises. Selected historical references and partners from the group's market-intelligence and advisory heritage, in projects or through former group companies.



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METHOD

How this brief was built.

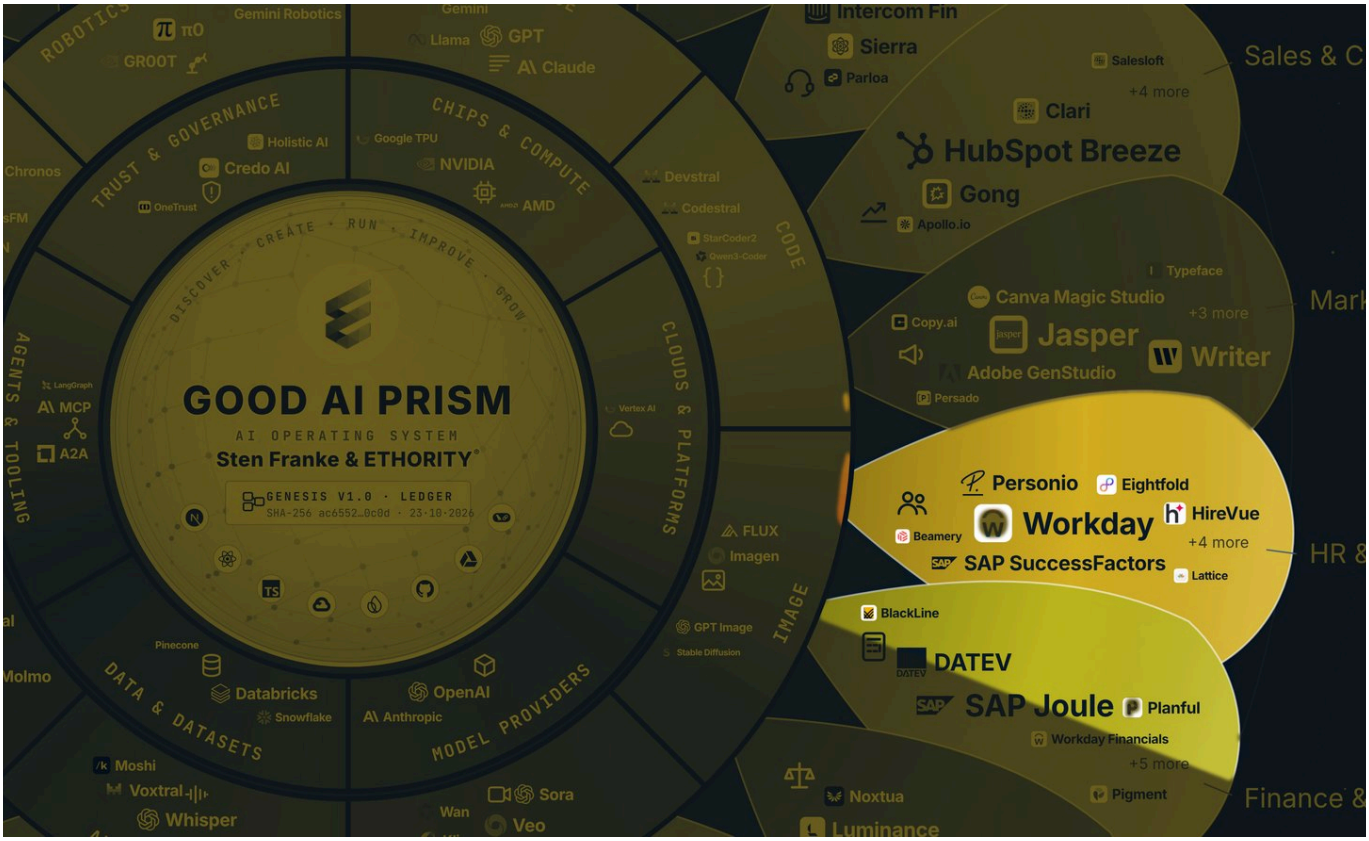
Market figures: Good AI Prism 2026/27 study dataset, HR & Recruiting area, 30 entries (a dated subset of the HR market, not the whole market), each with a dated source from the provider's own pages (October 2026). Job groups and AI Act relevance: ETHORITY classification by intended use. Jurisdictions: status October 2026 from statutes, regulators and law-firm briefings. External figures as cited and not combined. Not legal advice.

DATASET

Good AI Prism 2026/27 study dataset, HR & Recruiting area, October 2026: 30 entries, a dated subset of the HR market.

EXHIBITS

Charts are drawn from the figures printed in this brief; each names its source under the chart.



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RULES BY JURISDICTION

Sources: statutes and regulators; CMS (29 Jul 2026), Littler, IAPP, NY State Comptroller (2 Dec 2025), Epstein Becker Green, Paul Hastings, Akin, Duane Morris, Cooley, White & Case, HSF Kramer, AZB & Partners, ACS. Status October 2026. Not legal advice.

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AI BUSINESS OPERATING SYSTEM

FROM BUSINESS AMBITION TO AI THAT WORKS

Put AI to work, with evidence.

ETHORITY helps organisations choose, govern and prove AI: from independent market evidence to decisions that can be defended and outcomes that can be measured.

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Global edition · EN and DE

02 **Put AI to Work: The Good AI Prism Market Study 2026/27**
Germany–US focus · EN and DE

03 **Good AI Prism sector briefs 2026/27** YOU ARE READING
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04 **Good AI Prism function brief 2026/27**
Finance & Accounting · Global EN and DE

05 **AI for Care in Ageing Societies**
Study 2026/27 · EN, DE, US and Global editions

06 **The Social Media Prisma 2009–2025**
Historic paper · EN and DE

ethority.ai/research/publications/hr-global-en

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