**What is AI?**

Artificial Intelligence is the use of programmes to mimic the human brain and replicate the decision making of human

intelligence.

**What is responsible AI?**

The practice of designing AI that positively impacts people by considering fairness, reliability & safety, privacy & security, inclusiveness, transparency and accountability.

**Find instances where AI has failed? Or been used maliciously or incorrectly.**

AI used for ill intended purposes: For example Cambridge Analytica influencing US election outcomes by targeting swing voters with adverts tailored to invoke an emotional response. With the interference voters are no longer making informed decisions and democracy could boil down to whoever has the most amount of money gets to decide the outcome. True democracy becomes impossible and the population is divided against each other with little consideration for the middle ground.

**Implications of when AI fails.**

GDPR law requires all organisations to request their customers opt in and consent to their data being collected and analysed. Organisations who have collected data must comply with requests for information and information deletion also. GDPR gives the people the right to know how and where their personal data is being processed, and protects people by law if they request their data not be collected/or deleted. An example of where the protection is essential to the person could be during a credit check. If a person has been denied a finance application via a bank, they have a right to view their credit history.

**What should organisations do to ensure that they are being responsible with AI?**

Continually monitor, review and take action to maintain compliance with GDPR frameworks and ensure best practice by ensuring staff are regularly trained in identify and removing uncious bias.