
Safeguarding
Tomorrow's Data
Landscape: AI Ethics
& Privacy

About Us

- Research Project funded by the Office Of privacy Commissioner of Canda (OPC)
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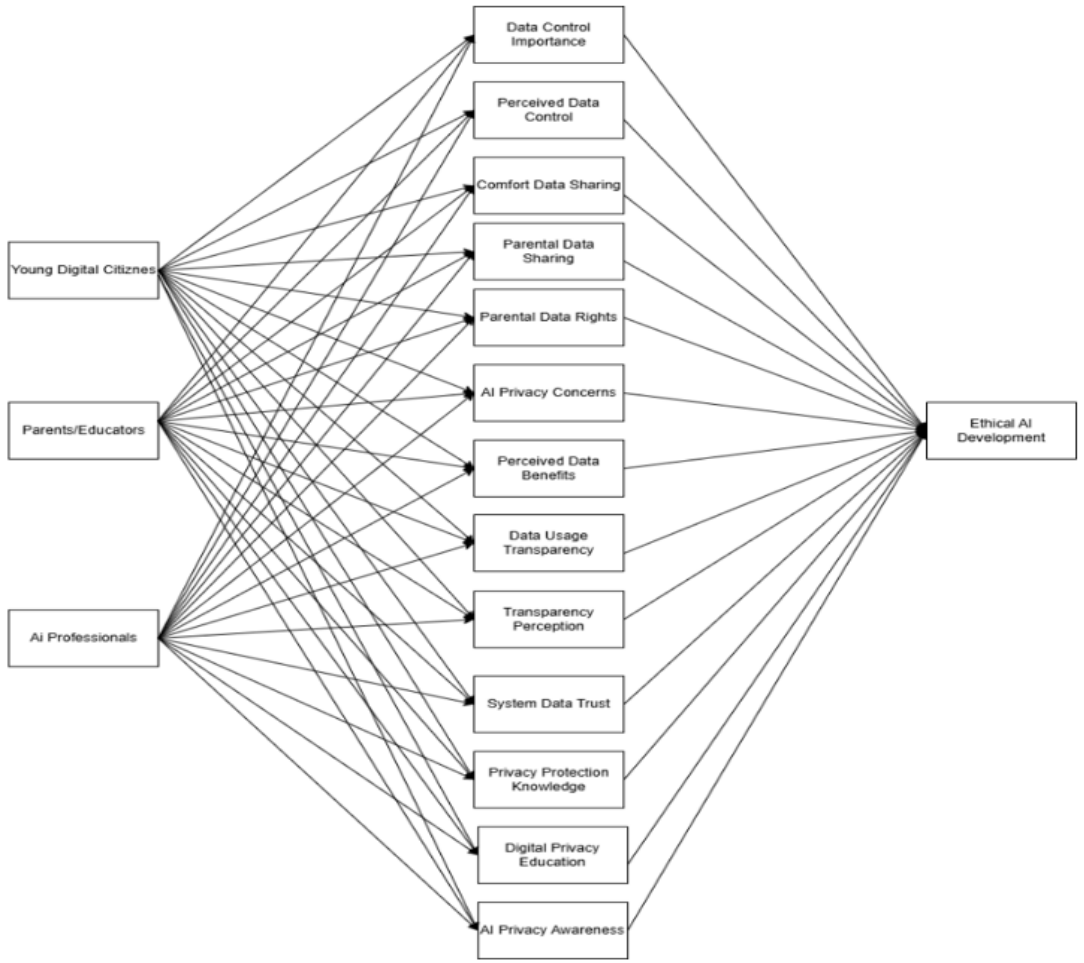
Research

- Insights from young digital citizens (16-19), parents, educators, and AI professionals
- Key constructs related to AI:
  1. Data ownership and control (DOC)
  2. Perceived Risks and Benefits (PRB)
  3. Parental Data Sharing (PDS)
  4. Transparency and Trust (TT)
  5. Education and Awareness (EA)
- Interesting insights
- Privacy Ethics Alignment in AI Model (PEA-AI)



AI Ethics

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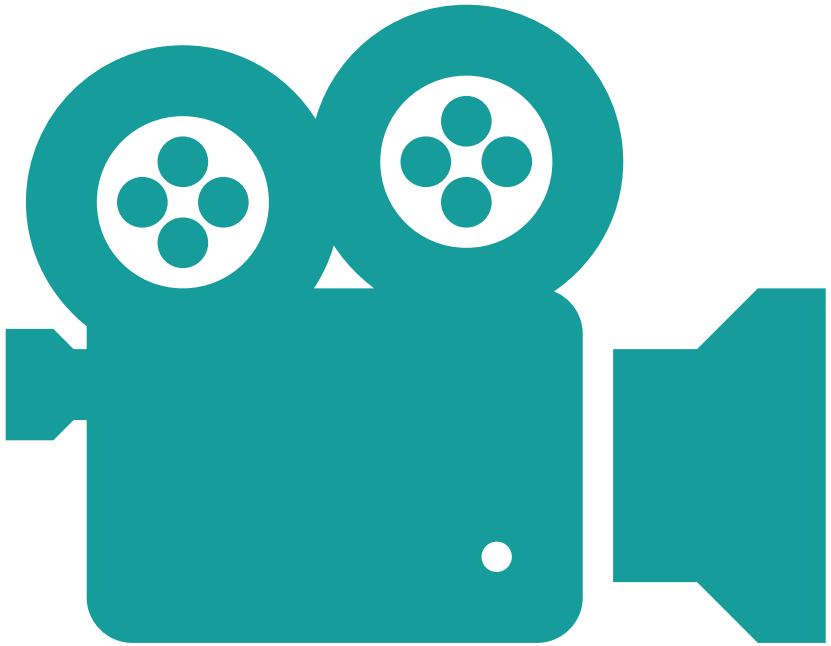


AI Ethics

This video touched on important issues that we are facing with AI and ethics:

- **Biases** – what is it implying about certain people? Is the training data itself biased?
- **Fairness** – is using machine learning yielding fair and equitable results?
- **Transparency** – these tools are black boxes, how do we know what's going on?
- **Accountability** – who is accountable for these systems? The people who make them, the data its given, or is it the machine itself?

Case discussion: AI - generated resume -A game changer or a shortcut?

Structure

- 5 minutes: Groups prepare their arguments.
- 10 minutes: Structured debate between the two sides.
- 5 minutes: Open discussion and conclusion.

Lunch Break

12:30 – 12:45

LET THE GAME BEGIN!!!

Explore how AI can introduce bias in hiring decisions and experience its real-world impact firsthand.

Scan the QR code and follow the prompts on the screen

AI and Automated Decision-Making – A Double-Edged Sword

- AI and machine learning (ML) are used in resume screening, job descriptions, and even interviews.
- While AI can process large amounts of data efficiently, its decisions are not always correct, objective, or fair.
- The Black Box Problem: AI models are trained on massive datasets, making it difficult to understand why they make certain decisions.
- Historical bias in data means AI can reinforce existing inequalities rather than eliminate them.
- The real question: Who is accountable when AI makes unfair decisions?

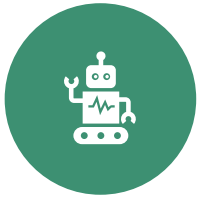
Bias in AI – Why Should We Care?

AI decisions can reflect biases in historical data (race, gender, socioeconomic status, etc.).

Bias is not just a technical issue-it has deep social, political, and economic implications.

AI can unintentionally exclude qualified candidates or amplify stereotypes.

Fairness is subjective, and current AI tools do not fully consider individual nuances.



Can AI-based hiring ever be truly neutral?

Building a Fairer Future in AI and Hiring

•AI cannot "fix" bias alone-it requires human oversight and responsible design.

•Transparency is key: Companies must disclose how AI hiring tools make decisions.

•Greater diversity in AI development is needed to reduce bias in datasets and algorithms.

•Public awareness and advocacy can pressure organizations to ensure fairness.

•Final Thought: We must question and hold AI accountable, ensuring it serves all individuals fairly.

AI, Data Privacy, and Your Digital Footprint

•**AI & Data Collection** -Social media platforms, search engines, and apps track user behavior, preferences, and interactions.
•**AI Risks in Privacy** -Personal data is used for targeted ads, decision-making, and even job screening, often without full user consent.
•**Social Media Algorithms** -Platforms like Instagram, TikTok, and LinkedIn use AI to curate content, but this can lead to:
•Misinformation
•Privacy concerns (tracking & profiling)
•Unintended bias in recommendations
•**Case Example**: Cambridge Analytica scandal - showed how AI-driven data mining can manipulate users at scale.
•**The Need for Responsible AI** -AI should be transparent, accountable, and prioritize data privacy.

Policy Frameworks in Canada & Protecting Your Data

Canada's Privacy Laws & AI Regulations

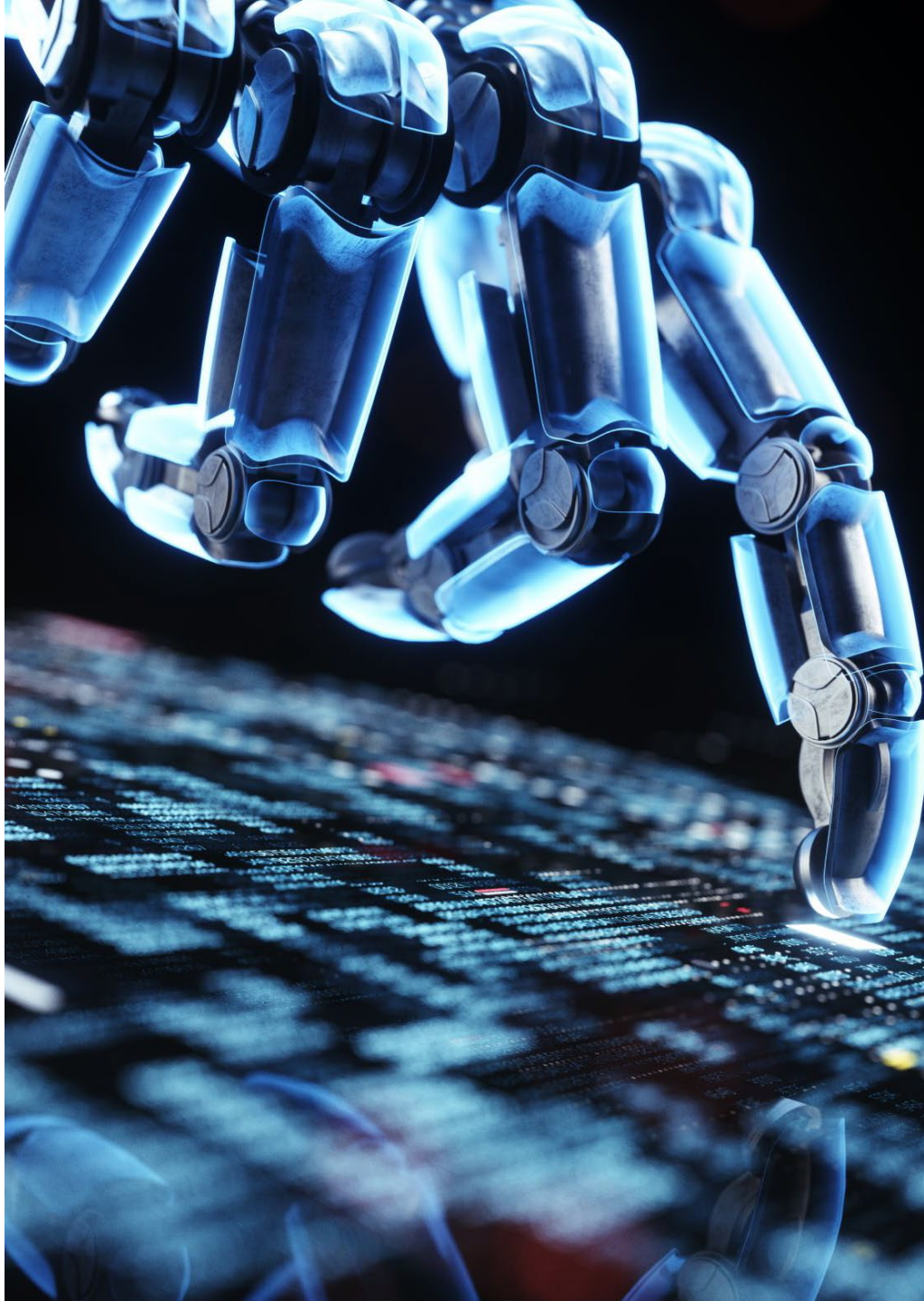
- Personal Information Protection and Electronic Documents Act (PIPEDA)- Governs data collection & requires informed consent.
- Artificial Intelligence & Data Act (AIDA, Proposed) -Aims to regulate AI systems to ensure transparency & accountability.
- Office of the Privacy Commissioner of Canada -Provides guidance on AI ethics & privacy.

What Can Students Do to Protect Their Data?

- Control Your Privacy Settings -Limit app permissions, disable location tracking, and review AI-based recommendations.
- Be Aware of What You Share -Avoid oversharing personal details online.
- Use Strong Passwords & Multi-Factor Authentication (MFA) -Essential for securing accounts.
- Opt-Out When Possible -Use privacy-focused browsers and turn off AI-driven ad tracking.
- Advocate for Ethical AI -Stay informed & support policies ensuring AI fairness and accountability.

Hands-On Exercise-Testing AI in action

- Using ChatGPT for image generation-We will give the first prompt and then you can all improvise and suggest your own prompts to see how the AI model is biased or not.
- Using ChatGPT to have an interactive conversation (like a chatbot) to check its fairness



Q&A

- Concerns
- Benefits
- Thoughts
- Recommendations

Closing Remarks

Thanks for participating in the seminar!!