**Find out what Responsible AI is?**

Responsible AI is the practice of designing, developing, and deploying AI with good intention to empower employees and businesses, and fairly impact customers and society, allowing companies to engender trust and scale AI with confidence.

An important goal of responsible AI is to reduce the risk that a minor change in an input's weight will drastically change the output of a machine learning model.

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

**Amazon recruiting procedure**

Using AI to streamline talent acquisition is common in this day and age, however, it hasn’t always been the case. Once upon a time, if you were a woman seeking a technical role at Amazon, your chances were extremely slim.

Amazon had been building software that would automate the process of reviewing job applicants’ resumes with the intention of finding the top 5 talents since 2014. It was not until 2015, Amazon’s machine learning specialists discovered that their AI-powered recruiting tool was hiring for technical roles (i.e. software developer) in a way that was not gender-neutral.

It turns out Amazon had trained their machine learning algorithms on resumes that had been submitted to the company over a 10-year period. The majority of resumes came from men, since this is what was most common in technical roles, and the algorithms learned this pattern and determined women are not good suitors for technical roles.

# **Implications of when AI fails. AI & the GDPR**

The use of artificial intelligence to replace human decision making expands the scope data protection law. This is because the GDPR (General Data Protection Regulation) does not regulate the minds of men. Human decisions cannot generally be challenged on the basis that they are unfair or unlawful under the GDPR, unless based on inaccurate or unlawfully processed data. For example, you cannot use the GDPR to ask that your exam is re-marked or your insurance coverage is not reassessed (assuming those decisions are taken by a human.

Finally, there is a risk the system will make decisions that are either discriminatory or reflect biases in the underlying dataset. This is not just a potential breach of data protection law but might also breach the Equalities Act 2010 and raises broader ethical concerns.

There are further protections where automated decision making takes place – i.e. where an artificially intelligent system is solely responsible for a decision that has legal effects or significantly affect a data subject.

This reflects the common-sense expectation that important decisions, for example whether to offer someone a job or provide a mortgage, should not be entirely delegated to a machine.

**What should organisations do to ensure that they are being responsible with AI and the wider use of data in general?**

1. Implement Responsible AI Guides: Develop guidelines and policies on how your company is implementing responsible AI and taking this technology seriously.
2. Conduct Responsible AI Checks: Design and continually check AI algorithms and data platforms from end-to-end.
3. Offer AI Trainings: It’s important to keep upskilling and training employees on how to maintain responsible AI.