What Responsible AI is a technology that underpins decisions that affect everyone profoundly; responsible AI is a standard for making sure AI is trustworthy, safe and unbiased. Responsible AI ensures that AI and machines learning (ML) models are robust, explainable, ethical and efficient. Instances where AI has failed was AI despised women, Amazon wanted to automate their hiring process to expedite the selection of candidates for the thousands of job openings they have, everything ended up being a public relations disaster since the system turned out to be sexist favouring white guys. The training data used to create the model was most likely imbalanced resulting in candidate selection bias. The implications of when AI fails the GDPR Law talks about the UK GDPR applies to all automated individual decision making and profiling. If you are carrying out solely automated decision making that has legal or significant effects on them that are similar article 22 of the UK GDPR has additional rules to protect those individuals.

What companies should do to make sure they are being responsible with AI and the wider use of data in general is to start with education awareness about AI and communicate clearly with people internally and externally about what challenges AI can have and what AI can do this is because it is possible to for organisation to use AI for the wrong reasons so companies need to figure out the right purposes for using AI and how to stay within predefined ethical boundaries. Everyone in the organisation needs to understand what AI is and how it can be used and what the ethical challenges are.

Another way in how companies can make sure they are being responsible with AI is control for bias as organisations need to make sure the data they are using is not biased. For example, Google created a huge data base of facial images called ImageNet. Their data set included far more white faces than non-white faces so when they trained AIs to use this data, they worked better on white faces than non-white faces. Creating better data sets and better algorithms is not just an opportunity to use AI ethically but it’s also a way to try to address some racial and gender biases in the world on a larger scale. Organisations should make the people working on AI more inclusive as we have far too many people currently who are white and male who are working on AI. As we need to make sure the people building the AI systems of the future are as diverse as our world. There is some progress in bringing more women and people of colour to make sure the AI you are building truly represents our society as a whole but that has to go further.