**ARTIFICIAL INTELEGENCE (AI)**

**Responsible AI**

Responsible AI is a governance framework that documents how a specific organization is addressing the challenges around artificial intelligence (AI) from both an ethical and legal point of view. Resolving ambiguity for where responsibility lies if something goes wrong is an important driver for responsible AI initiatives.

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.

The development of fair, trustworthy AI standards is up to the discretion of the data scientists and software developers who write and deploy a specific organization's AI algorithmic models. This means that the steps required to prevent discrimination and ensure transparency vary from company to company.

**Instance where AI has failed**

In October 2020, Public Health England (PHE), the UK government body answerable for counting new COVID-19 cases, uncovered that almost 16,000 Covid cases went unreported between Sept. 25 and Oct. 2. data limitations on excel is the reason for this.

PHE utilizes an automated process to move COVID-19 positive lab results as a CSV record into Excel formats utilized by announcing dashboards and for contact tracing. Sadly, Excel sheets can have a limit of 1,048,576 lines and 16,384 columns for each worksheet. In addition, PHE was posting cases in columns instead of rows. At the point when the cases surpassed the 16,384-section limit, Excel removed the 15,841 records at the bottom.

This shortcoming didn’t forestall people who got tested from getting their test results, however it stymied contact tracing endeavours’, making it harder for the UK National Health Service (NHS) to recognize and advise people who were in close contact with contaminated patients

**Implications when AI fails GDPR**

The UK GDPR gives people the right not to be subject to solely automated decisions, including profiling, which have a legal or similarly significant effect on them.  These provisions restrict when you can carry out this type of processing and give individuals specific rights in those cases.

Article 22(1) of the UK GDPR limits the circumstances in which you can make **solely automated decisions**, including those based on profiling, that have a **legal or similarly significant effect on individuals.**

1. The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.
2. Paragraph 1 shall not apply if the decision:
   1. is necessary for entering into, or performance of, a contract between the data subject and a data controller;
   2. is authorised by Union or Member State law to which the controller is subject and which also lays down suitable measures to safeguard the data subject’s rights and freedoms and legitimate interests; or
   3. is based on the data subject’s explicit consent.
3. In the cases referred to in points (a) and (c) of paragraph 2, the data controller shall implement suitable measures to safeguard the data subject’s rights and freedoms and legitimate interests, at least the right to obtain human intervention on the part of the controller, to express his or her point of view and to contest the decision.
4. Decisions referred to in paragraph 2 shall not be based on special categories of personal data referred to in [Article 9](https://gdpr-info.eu/art-9-gdpr/)(1), unless point (a) or (g) of [Article 9](https://gdpr-info.eu/art-9-gdpr/)(2) applies and suitable measures to safeguard the data subject’s rights and freedoms and legitimate interests are in place.

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

1. Establishing internal governance, for example by an objective review panel, that is diverse and that has the knowledge to understand the possible consequences of AI infused systems. A key success factor is leadership support and the power to hold leadership accountable.
2. Ensuring the right technical guardrails, creating quality assurance and governance to create traceability and auditability for AI systems. This is an important part of every organisation’s toolkit to allow operational and responsible AI to scale.
3. Investing more in their own AI education and training so that all stakeholders – both internal and external – are informed of AI capabilities as well as the pitfalls.