**What Responsible AI is?**

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.

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

**1.**

In 2017, when Boston Dynamics founder and CEO Marc Raibert were demonstrating their robots at the Congress of Future Science and Technology Leaders, and mishap happened. The robots did every possible thing to made everyone believes how advanced and intelligent they are, but when one of the robots was walking back; it stumbled and fell off the stage. It was definitely an embarrassing moment for Boston Dynamics.

**2.**

In 2017 again Alexa failed when it acted like a Santa Clause.  A 6-years old kid from Dallas, Texas was excited to see the new gadget and she was just randomly asking about a dollhouse and cookies and Alexa ordered $170 Kid craft dollhouse and four pounds of cookies.

Well, that is not all, the story was getting covered by Diego’s CW6 News and when anchor Jim Patton said, “I love the little girl, saying ‘Alexa ordered me a dollhouse,’” Amazon Alexa got triggered. Echo owners who were watching the news witnessed that their devices were placing orders for the same product.

**Automated Decision making:**

Automated decision-making is the process of making a decision by automated means without any human involvement. These decisions can be based on factual data, as well as on digitally created profiles or inferred data. Examples of this include:

* An online decision to award a loan
* An aptitude test used for recruitment which uses pre-programmed algorithms and criteria.

**AI Automated Decision making and the GDPR:**

Algorithms are used as a tool for automated decision making, including profiling, to discover individual preferences, predict behaviours, and/or make decisions that may impact individual’s rights and interests. The General Data Protection Regulation (GDPR) has put the control over how personal data is used firmly back with the individual.

Article 22 of the GDPR states that individuals have the right not to be subject to a decision that has a legal or similar effect upon them and, that is based solely on automated decision-making (without human intervention). There are some exemptions to this right; where the use of personal data is necessary to enter into a contract, if the processing is authorised by law or if explicit consent is given by the data subject.

However, even when applying exemptions, organisations must still ensure they are protecting (and be able to demonstrate how) the rights, freedoms and interests of individuals. At the very least, they must ensure the right to human intervention if requested and, in doing so, ensure that individuals have not been disadvantaged through this process.

To ensure that any processing of personal data is lawful, fair and transparent, individuals should be provided with specific, clear and meaningful information about how automated decisions are being made about them.

In order to avoid the ‘computer says no’ effect and, to meet their data protection requirements, organisations need to plan the implementation of new AI technologies carefully with a specific focus on protecting individual rights.

**Organizations being responsible with AI:**

The rise in AI technologies creates more urgency for organisations to understand the implications of AI empowered decision making and how to ensure AI is being used responsibly.

 Every organisation will need to address – how to create responsible AI systems that their staff and customers have confidence in. Defining “Responsible AI” rather than “Ethical AI” captures the wider concepts and approaches that can drive shared responsibility across people, society, industry and government.AI technologies should be aligned with societal values, and that a regulatory regime that both protects citizens and encourages innovation is in place.

To ensure ongoing public trust in their brand, organisations must consider the long-term reputational and cultural benefits of moving beyond just discussing high level principles on the ethical use of AI and focus on what this means in practice when they implement and deploy AI. Organizations should ensure that AI is serving our society in a healthy and responsible way.