Artificial Intelligence is influencing all aspects of human and business activities nowadays. AI brings unprecedented opportunities to businesses and the society in general, but also incredible responsibility. 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. It helps ensure that any AI system will be efficient, comply with laws and regulations, operate based on ethical standards and prevent potential for reputational and financial damage down the road. The key principles of responsible AI are fairness, transparency, human-centeredness, privacy and security.

AI is, however, far from perfect, and systems using AI have experienced failures on multiple occasions; some being honest mistakes that lead to growth and further development, and some bringing unintended, hurtful consequences. In March 2016, Microsoft released an AI chatbot that briefly went by the name of Tay. The chatbot was programmed to have casual, natural conversations in the language of typical millennials. However, in the span of 24 hours, the developers had realised their mistake in releasing a chatbot with a susceptible vocabulary on the Internet. Soon after release, a group of trolls on the site targeted its vulnerabilities and manipulated Tay into making very sexist and racist statements, leading Microsoft releasing a public apology.

GDPR Law has an article intended to limit potential impact of AI failures on users. According to that article, an individual has a right not to be subject to a ‘solely automated decisions’ that have a legal or similarly significant effect. For example, if a user applies for a loan, and the bank has an automated system which decides if loan should be granted, the bank should give a user an option to demand that a decision is reviewed by a person.

Although Artificial Intelligence has come a long way in the past few decades, it still has a long way to go and its implementation in business and everyday life still faces several challenges. For example, AI has great potential, but it often uses a lot of processing power, and most computing simply isn’t that advanced, making it difficult to use AI to its full potential in most environments. Furthermore, many people have a certain mistrust for artificial intelligence, perhaps for good reason: as AI is still developing, and often needs access for many data points, leaving vulnerabilities for hackers to compromise. Therefore, it is the responsibility of corporations using AI technologies to make sure artificial intelligence is always used in an appropriate way within their companies. For example, establishing internal governance, for example by an objective review panel that can truly understand the possible consequences of AI systems, is a key to build trust with users and ensure safe and responsible use of artificial intelligence. In addition to this, investing more in AI education and training is crucial so that all stakeholders and anyone involved with AI are informed of AI capabilities as well as the pitfalls.