Risks	Reduce
Underrepresentation of people with darker skin tones. • The error rate for a woman with light white skin is a little more than 1%, while for a woman with darker skin, it is as high as 25%, which is only in one system. Other systems have error rates of over 45% for women with dark skin. Underrepresentation of non-western images. • Denton shows us that the soap image in the UK is easily identified as a soap or toiletry, while Nepal soap is not as easily identified as being both a food and/or soap. Stereotype aligned correlations • It shows a woman as a house keeper and someone who belongs in the kitchen cooking, when in reality, women have data being engineers and mechanics.	-In sales, it is essential to understand what kind of buyer you are doing business with, what their interests are, and how you will get them to buy your product. Using AI machine learning can make the process easier, but discrimination and biases make it a disadvantage. The steps I would take are: 1. I would research and figure out which machine learning systems are the best or worst. Once I established what system was the best, I would use that one. (Obviously, even the best system could be better.) 2. I would take the system and use the data from consenting clients and other clients within the company to help expand the system. I would respect and keep their information private for clients uncomfortable and uninterested in being put in the system. 3. I would be making sure that the data I can collect is used to make the sales exchange easier for both parties. In sales, it is essential to understand what kind of buyer you are doing business with, what their interests are, and how you will get them to buy your product. So, using these AI products can make the process easier, but discrimination and biases become a disadvantage.
Automated facial analysis tools with flawed systems that make radically wrong and inconsistent results. • They were used without having accurate results. For example, the facception used the data and told people their personalities, grouped them in a polarizing and offensive way to underrepresented people. Some groups consisted of High IQ, white-collar offenders, and terrorists. Then, there was another company called Hirevue, which used face identification to filter out job applications. Once again, it was flawed, putting people of color at a	When it comes to facial analysis and how terrible it has been, it does not seem worth using in sales. Especially in a personal profession where you want your clients to know you understand them and want to ensure you have the best product, using something as dysfunctional as facial recognition is most likely worth getting fired over. It has been so inconsistent and proven discriminatory to people with darker skin tones that it would cost you more sales than making them. If I were to use facial recognition in my sales profession to reduce discrimination and unfair treatment 1. I would take is to try and work with the companies.

disadvantage by disregarding most of them because of an error. • It is clearly stated in the EEOC-DOJ that it is the responsibility of the employer is responsible for the bias that AI creates for disabilities. So, companies that use Hirevue must be careful and make accommodations because it is required.	2. Have them take away the radical stereotypes. 3. Get them to improve their system or shut them down until they figure it out.
Hegemonic and oppressive viewpoints often over represented in internet sourced data • The data sets are soured from websites like Reddit, Wikipedia, and Twitter. The issue is that they are not welcoming to marginalized communities with different groups being vilified because these social media sites have a significant presence of bigots. • The AI of the Bill of Rights indicates that sources should be carefully validated because there can be data that can compound-harm.	-Misrepresentation can be detrimental to a salesperson, losing important clients they had and never having them come back. To help reduce these biases are: 1. Make sure that you are using data from a part of social media that had affirming comments of underrepresented groups. 2. Then incorporate your data so that it can balance out the toxicity of the comments. 3. Use that data to have a more accurate data set than before.
Threats that incite violence and intend to cause an uprising. • This was wild to me when Gebru showed the posted texts and left up for an entire day. People were using machine learning to make a genocidal call in Ethiopia. • In the AI Bill of Rights, it could be more helpful when it comes to this, though. Page 5 in the safety section states, "Automated systems should not be designed with an intent reasonably foreseeable possibility of endangering your safety or the safety of your community."	-If this is seen in your line of profession or even if you are just casually browsing your social media it must not be tolerated. It can cause serious harm to people, and even if it does not harm you in the moment, you never know when it can be used against you. In sales to help reduce this the first step 1. Finding out the account(s) that are posting it. 2. I would make sure to report the accounts, and if I know them because they are in my department or company in general, it is best to get rid of them immediately. 3. Clear them and make sure that my company is putting up policies and actively working to make sure that this is not able to happen again.