Responsible AI aims to address issues related to AI (unfair decisions, lack of privacy or security) and create accountability for AI systems.

The defining AI characteristic is that there is limited\no human input into the decisions made by the system. This can lead to many potential issues and companies need to define a clear approach to using AI. Responsible AI is a governance framework which aims are privacy, safety, fairness, interpretability. To achieve these aims, the framework shall define the guidelines how it shall be done ( what data can be collected, how to monitor models, how to avoid biases, etc.).

Even though AI usage across the industries is surging with improving accuracy every day, it still fails to deliver the expected results. Some fails are minor – like funny inaccuracy of Google translate or Chatbots while others are less amusing – like Tesla’s malfunction causing multiple deaths every year or injuries caused by faulty robots.

However, one of the most common example of failed AI is biased AI, which is hard to keep it from doing since it doesn’t have moral compass or common sense like companies marking black people as more likely to committing a future crime.

Misuse of AI is not a rare case too –– Admiral Insurance – England’s largest vehicle insurer set out to use Faceook users posts to see if there was a correlation between their use of the social media site and whether they would [make good first-time drivers](http://www.theverge.com/2016/11/2/13496316/facebook-blocks-car-insurer-from-using-user-data-to-set-insurance-rate). However, Facebook blocked the company from accessing data, citing its policy that states companies can't "use data obtained from Facebook to make decisions about eligibility…”.

These cases prove that a set of guidelines in a form of legal base (like GDPR) is a must. For example the GDPR does in some cases restrict the processing of personal data in an AI context. This may eventually help create the trust that is necessary for AI acceptance by consumers and governments as we continue to progress toward a fully regulated data market.

To be responsible with AI companies first have to ensure that AI technologies are aligned with societal values, and that a regulatory regime that both protects citizens and encourages innovation is in place.

Set of “rules” should be established to keep this goal on track. This might include:

1. **Internal governance**. Leadership to build proper communication channels and internal governance processed that match with needed regulation and industry’s best practices.
2. **Guidance on data to evaluate AI for bias and fairness.** Leaders should lead their organizations towards establishing metrics that align their AI initiatives with company’s values and goals.
3. **Security and reliance.** AI systems and development processes should be protected against potencial fatal incidents like AI data theft, faults in security that lead to systems being “hijacked”.
4. **Safety.** Ensure AI systems are safe to use for the people whose are either directly impacted by them or will be potentially affected by AI-enabled decisions.
5. **Monitoring**. AI needs to be closely monitored with human supervision and its performance should be audited against key metrics like accountability, bias, and cybersecurity.
6. **Privacy.** It is essential to address the potential privacy implications in using sensitive data.