**Find out what Responsible AI is?**

Responsible AI is the practice of designing, developing, and deploying AI with good intention. Responsible AI is ensuring that AI is safe, trustworthy, unbiased and ethical.

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

Type “greatest leaders of all time” in your favourite search engine and you will probably see a list of the world’s prominent male personalities. This is gender bias.

US$62 million, which was spent by IBM to develop an AI system to aid in the battle against cancer. However, the outcome was once again unsatisfactory. The product, according to a doctor at Jupiter Hospital in Florida, was a complete failure. He went on to say that they acquired it for marketing purposes. Watson advised physicians to give a cancer patient with serious bleeding a medication that might aggravate the bleeding, according to medical experts and customers. Multiple cases of dangerous and erroneous therapy suggestions were reported by medical experts and customers.

March 18th, 2018 will be recorded as a day in history to remember the life of Elaine Herzberg who was the victim of the first recorded pedestrian fatality involving a self-driving car. The incident took place in Tempe, Arizona, USA. Herzberg was fatally struck by the Uber test vehicle whilst pushing a bicycle across a four-lane road.

**Implications of when AI fails. There is a specific article in the GDPR Law that covers this, especially with automated decision making. (opt in and out options).**

The GDPR allows repurposing for scientific and statistical processing (under

appropriate safeguards). The permission to engage in scientific and in particular statistical

processing may enable beneficial uses of AI and big data in Europe, even though we need to take

the implications for data subjects' rights and for competition into account.

Under GDPR, organisations who fail to comply and/or suffer a data breach could face a fine. In the most serious cases, this fine could be up to 17 million euros, or 4% of a company's annual turnover. This upper limit far exceeds the current maximum fine of £500,000 allowed under the Data Protection Act.

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

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.

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.

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.