1. Find out what Responsible AI is?

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—allowing companies to engender trust and scale AI with confidence.

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

AI bias against women –

Amazon wanted to automate its hiring process to expedite the selection of candidates for the thousands of job openings they have. Everything ended up being a public relations disaster since the system turned out to be sexist, favouring white men. The training data used to create the model was most likely imbalanced, resulting in candidate selection bias. This is also another example of AI Failures.

1. 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)

AI failures can cause physical, psychological, financial and other irreparable harm that can have serious implications. In such instances, it may be wise to take a balanced approach and consider if AI is the best solution given the cost if failure was to occur. As such accountability much be tied into an AI impact to reduce the risk of irreparable harm. Instead of

In addition to our good intentions and commitment to ethical values, the oversight, accountability, and implementation of enforcement mechanisms will lead to ethical outcomes. The more the AI application could influence people’s behaviour and livelihoods, the more careful considerations and governance are needed.

Since AI algorithms are built by humans, they can have [built-in bias](https://searchenterpriseai.techtarget.com/definition/machine-learning-bias-algorithm-bias-or-AI-bias) by those who either intentionally or inadvertently introduce them into the algorithm. If AI algorithms are built with a bias or the data in the training sets they are given to learn from is biased, they will produce results that are biased. This reality could lead to unintended consequences like the ones we have seen with discriminatory recruiting algorithms such as the example highlighted above. As companies build AI algorithms, they need to be ethically developed and responsibly trained.

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

Organisations need to ensure that any use of AI does not do any harm. As such, they must create a data and AI ethical risk framework tailored to the needs of the organisation. The ethical frameworks would encompass ethical standards, governance structure to support implantation and enforcement of those standards.

Companies should also build organisational awareness around data and AI. They should have policies and training around AI bias to ensure that their algorithms do not create or reproduce systems that discriminate and marginalise people, causing harm.