**Practical: Artificial Intelligence (AI)**

In Data Science we process a lot of data through AI. With the GDPR, it is becoming increasingly important to understand the ethics behind the data that is collected, stored, processed and evaluated. This short summary report tries to explain what Responsible AI is, instances where AI reflects failure and its implications in relation to GDPR.

**What is Responsible AI**

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.

AI specifically in automated decision making may have failed to carry out proper classification or misused and prompts legal and significant effects in many aspects in different parts of the World.

Amazon’s Rekognition software incorrectly matched athletes to a database. It misclassified three-time Super Bowl champion Duron Harmon of the New England Patriots, Boston Bruins forward Brad Marchand, and 25 other New England professional athletes as criminals. This was an embarrassment for Amazon, which has marketed Rekognition to police agencies for use in their investigations. “This technology is flawed,” Harmon said in an ACLU statement, and “should not be used by the government without protections.”

In China, AI model released unintended consequences. A video that went viral on Chinese social media platform Weibo shows a robot tumbling down an escalator, crashing into and knocking over shoppers. A supervisor at the mall reported that the robot navigated to the escalator by itself. This particular robot’s tasks was supposed to include providing information services, body temperature monitoring of shoppers, and using interactive functions such as singing and dancing to entertain children.

There are several legal and significant effects specifically in relation to automated decision making when AI fails. According to GDPR, automated individual decision-making does not have to involve profiling, although it often will do. Before explaining the impact, let us explain what ‘profiling ‘means according to GDPR Art 4(4):

‘profiling’ means any form of automated processing of personal data consisting of the use of personal data to evaluate certain personal aspects relating to a natural person, in particular to analyse or predict aspects concerning that natural person’s performance at work, economic situation, health, personal preferences, interests, reliability, behaviour, location or movements;

However, if they are used irresponsibly there are significant risks for individuals. The UK GDPR restricts from making solely automated decisions, including those based on profiling, that have a legal or similarly significant effect on individuals. Article 22(1) of the GDPR states that “The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.”

Because this type of processing is considered to be high-risk the UK GDPR requires organizations and individuals to carry out a Data Protection Impact Assessment (DPIA). Organisations should do the following to ensure that they are being responsible with AI and the wider use of data in general:

* + provide meaningful information about the logic involved in the decision-making process, as well as the significance and the envisaged consequences for the individual;
  + ensure that individuals can obtain human intervention;
  + obtain an explanation of the decision and challenge it;
  + put appropriate technical and organisational measures in place
  + secure personal data in a way that is proportionate to the risk to the interests and rights of the individual, and that prevents discriminatory effects.

**References**:

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3. https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/rights-related-to-automated-decision-making-including-profiling/