

Artificial Intelligence

Responsible AI is the creation and use of AI in an ethical way so that it does not have a negative impact on customers and society, for example, protecting the privacy and security of data and making sure there is no bias.

There have been a number of instances where AI has failed causing negative consequences. Amazon's rekognition software detected over 25 professional athletes as being criminals based on a database of mugshots. Overall 1 in 6 tested were wrongly identified as criminals. In 2016, an Uber self-driving car went through multiple red lights on an illegal test run through San Francisco. There are also other times where AI has been used effectively but more negative reasons. For example, a CEO of a UK energy company was called by his German boss asking him to transfer money urgently to a supplier. However it was not his German boss calling but voice generation software that had, through machine learning, learnt to imitate his German accent and tone of his voice.

Now with the GDPR Law protecting personal data by individuals needing to consent to their data being used, there are more legal consequences if AI fails due to making automated decisions about this data without permission and wrongly used personal data could negatively affect the individuals. Organisations must now be compliant to these rules meaning they need protocols in place making the process of implementing AI harder. Article 22 of the GDPR states that AI cannot be the only decision-maker if the outcome can have legal or other serious consequences based around freedoms and rights on the individual.

Organisations should have a strategy in place to make sure responsible AI is being achieved including aspects such as accountability, transparency, fairness and privacy. For example, Microsoft has an infographic which states its four elements of responsible AI. These are:

- Principles - Identify the core values of the organisation e.g. transparency, privacy, data governance, inclusiveness
- Practices - put the principles into action e.g. develop guidelines, use responsible tools, monitor progress
- Tools - implement practices across AI development lifecycle e.g. error analysis, bias mitigation
- Governance - create policies, processes and accountability to make AI support the principles.

<https://www.accenture.com/gb-en/services/applied-intelligence/ai-ethics-governance>

<https://www.analyticsinsight.net/famous-ai-gone-wrong-examples-in-the-real-world-we-need-to-know/>

<https://www.immuniweb.com/blog/top-10-failures-of-ai.html>

<https://www.information-age.com/gdpr-impact-ai-123483399/>

<https://gdpr-info.eu/art-22-gdpr/>

<https://www.microsoft.com/en-us/ai/responsible-ai?activetab=pivot1:primaryr6>

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