

DESIGNING RESPONSIBLE ARTIFICIAL INTELLIGENCE



OpenAI

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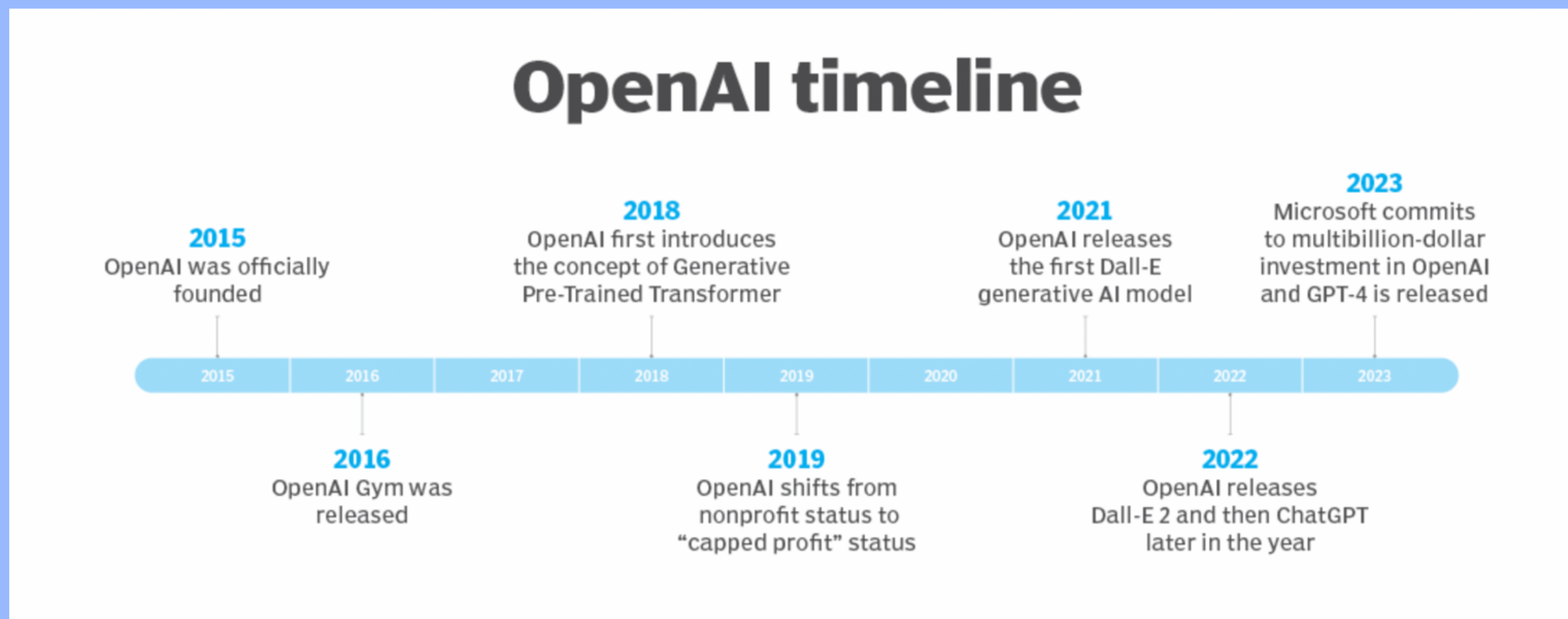
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Company's activity

- Open AI is an artificial intelligence research and development company.
- The company was launched in 2015 by a group of researchers and board members were Sam Altman and Elon Musk.



<https://en.wikipedia.org/wiki/OpenAI>

<https://openai.com/research/overview>

<https://www.techtarget.com/searchenterpriseai/definition/OpenAI>

STRATEGY IN USING SUSTAINABLE AI

General Strategy

To build AI applications that are both safe and beneficial, all while solving significantly different problems.

Language Models

OpenAI continuously improves and refines these models to enhance their language comprehension and generation capabilities.
- specific method: NLP

Applications and services

Offers APIs and tools can integrate AI capabilities into their own applications and services
Ex: -DALL·E
An generative AI model create images;
StT - beta version

Anonymization and Aggregation

OpenAI applies techniques like anonymization and aggregation to ensure that individual user data remains confidential.

WHY PRIVACY MANAGEMENT IS A COMPETITIVE ADVANTAGE?

Trust

Privacy management builds trust and **remains confident in users**, making them more likely to choose OpenAI over competitors.

Reputation

OpenAI's commitment to privacy management **enhances its reputation** as a trustworthy and responsible organization.

Collaboration

Privacy management fosters a collaborative environment where individuals and organizations can share data without fear of compromise, **driving innovation** in AI technology.

Competitive Edge

By protecting user privacy, OpenAI gains a competitive advantage **by attracting and retaining users**, maintaining ethical practices, and leading advancements in the field.

source:

<https://www.sciencedirect.com/science/article/pii/S0268401223000233>

<https://www.emerald.com/insight/content/doi/10.1108/978-1-83909-694-520211014/full/html>