

# Responsible AI

AI is transforming industries and solving important, real-world challenges at scale. This vast opportunity carries with it a deep responsibility to build AI that works for everyone.



Staying ahead of the curve:  
The business case for  
responsible AI

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## How values-based AI is good for your business

### Safer and more accountable products

Advanced technologies are most successful when everyone can benefit from them. Evaluating your AI systems, both when they perform as intended and when they don't, is crucial to building accountable products.

## Earn and keep your customers' trust

Lack of trust in AI systems is a growing barrier to adoption in enterprise with more organizations selecting enterprise products based on AI commitments and practices. A responsible AI approach earns trust.

## A culture of responsible innovation

Empowering AI decision-makers and developers to take ethical considerations into account enables them to find new, innovative ways to drive your mission forward.

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Learn more about our [perspectives on issues and AI governance](#) at Google and how we work to [build responsible AI for everyone](#).

Key features

## Google Cloud's approach to responsible AI

AI Principles

Since 2018, Google's [AI Principles](#) have served as a living constitution, keeping us motivated by a common purpose. Our center of excellence, the Responsible Innovation team,

guides how we put these principles to work company-wide, and informs Google Cloud's approach to building advanced technologies, conducting research, and drafting our policies.

## Putting principles into practice

Rigorous evaluations are a critical component of building successful AI. To drive alignment with our AI Principles at Google Cloud, two diverse review bodies undertake deep ethical analyses and risk and opportunity assessments for any technology product we build and early-stage deals involving custom work. [Learn more.](#)

## Tools and education

Responsible AI tools are an increasingly effective way to inspect and understand AI models. We're building resources like [Explainable AI](#), [Model Cards](#), and the [TensorFlow open-source toolkit](#) to provide model transparency in a structured, accessible way. We share what we're learning through [Responsible AI practices](#), [fairness best practices](#), [technical references](#) and [tech ethics](#) materials.

Ready to get started? Contact [responsible-ai@google.com](mailto:responsible-ai@google.com)

## Ethics by design



Increasing  
transparency with  
Google Cloud  
Explainable AI

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Google Cloud's  
responsible approach  
to facial recognition  
with Celebrity  
Recognition

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Ethics in action:  
removing gender labels  
from Google Cloud's  
Vision API

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What's new

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Responsible AI

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Blog post

Collaborating on a new  
COVID-19 forecasting model

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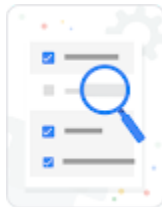




Blog post

## Taking care of business with Responsible AI

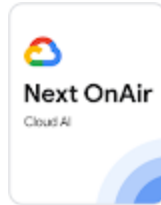
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Report

## Staying ahead of the curve: The business case for responsible AI

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Video

Moving from theory to practice  
with Responsible AI

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Blog post

An update on our work on AI  
and responsible innovation

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Blog post

Our approach to facial  
recognition at Google

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## Take the next step

Tell us what you're solving for. A Google Cloud expert will help you find the best solution.

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