**ARTIFICIAL INTELLIGENCE**

Artificial intelligence can be a very powerful tool for both large corporations generating significant data and small organizations that need to process their calls with customers more effectively. AI can streamline business processes, complete tasks faster, eliminate human error, and much more. Artificial intelligence is a branch of computer science that seeks to simulate human intelligence in a machine. AI systems are powered by algorithms, using techniques such as [machine learning and deep learning](https://www.hpe.com/uk/en/compute/hpc/deep-learning.html) to demonstrate “intelligent” behaviour. Recent advances in algorithms, the proliferation of digital data sets, and improvements in computing—including increases in processing power and decreases in price—have come together to initiate a new breed of AI technology that is enterprise-ready. Nearly all organizations have an ever-growing mountain of data assets, and AI provides the means to analyse this resource at scale.

Using AI to streamline talent acquisition is common currently, however, it hasn’t always been the case. Once upon a time, if you were a woman seeking a technical role at Amazon, your chances were extremely slim.

Amazon had been building software that would automate the process of reviewing job applicants’ resumes with the intention of finding the top 5 talents since 2014. It was not until 2015, Amazon’s machine learning specialists discovered that their AI-powered recruiting tool was hiring for technical roles (i.e. software developer) in a way that was not gender-neutral.

It turns out Amazon had trained their machine learning algorithms on resumes that had been submitted to the company over a 10-year period. The majority of resumes came from men, since this is what was most common in technical roles, and the algorithms learned this pattern and determined women are not good suitors for technical roles.

This study addresses the relationship between the General Data Protection Regulation (GDPR) and artificial intelligence (AI). After introducing some basic concepts of AI, it reviews the state of the art in AI technologies and focuses on the application of AI to personal data. It considers challenges and opportunities for individuals and society, and the ways in which risks can be countered and opportunities enabled through law and technology. The study then provides an analysis of how AI is regulated in the GDPR and examines the extent to which AI fits into the GDPR conceptual framework. It discusses the tensions and proximities between AI and data protection principles, such as, in particular, purpose limitation and data minimisation. It examines the legal bases for AI applications to personal data and considers duties of information concerning AI systems, especially those involving profiling and automated decision-making.

A key success factor is leadership support and the power to hold leadership accountable. **Ensuring the right technical guardrails, creating quality assurance and governance to create traceability and auditability for AI systems**. The rise in AI technologies creates more urgency for organisations to understand the implications of AI empowered decision making and how to ensure AI is being used responsibly.