

## **1. RESPONSIBLE AI**

AI (Artificial Intelligence) brings extraordinary openings to businesses, but also incredible responsibilities. The output from AI systems has a real impact on people's lives, raising considerable questions around AI ethics, data governance, trust, and legality. The more decisions a business puts into the hands of AI, the more they accept significant risks, such as reputational, employment/HR, data privacy, health, and safety issues. The main question to ask is how we learn to trust AI, which implies what a responsible AI does?

Responsible AI is the practise of designing, developing, and deploying AI with good intent to empower employees and businesses, and fairly impact customers and society. With Responsible AI, businesses and employees need to shape some key objectives and establish governance strategy to enable AI and businesses to flourish excellently well. Some of these objectives are creating opportunities for employees, minimisation of unintended bias, ensuring AI transparency, protect privacy and security of data, benefit clients and markets and lastly, enabling trustworthy AI through culture and training, principles, and governance etc.

To establish trust in AI, organisations/companies need to define what responsible AI principles are and put these principles into practices. There are four key areas of a successful Responsible AI, namely: The organizational, Technical, Operational and Scaffolding sections of any organisation.

## **2. FAILURE INSTANCE OF AI**

A video that went viral on Chinese social media platform Weibo shows a robot tumbling down an escalator, crashing into and knocking over shoppers. The incident occurred on Christmas Day in China's Fuzhou Zhongfang Wanbaocheng Mall.

Convenient, cost-efficient, and cute, service robots have been widely deployed in public places, but some are adapting better than others to life in the wild. This robot's tasks included providing information services, body temperature monitoring of shoppers, and using interactive functions such as singing and dancing to entertain children. While there are mixed reports on whether the robot may have been interfered with, a supervisor at the mall reported that it navigated to the escalator by itself.

## **3. GDPR PROVISIONS THAT SPECIFICALLY REGULATE AI**

The GDPR's provisions relating to automated decision-making (ADM), including profiling, specifically regulate AI according to Article 22 of GDPR. It stated that "Advances in technology and the capabilities of big data analytics, artificial intelligence and machine learning have made it easier to create profiles and make automated decisions with the potential to significantly impact individuals' rights and freedoms."

This Article 22 is emphasising on the incorrect use of automated profiling and decision-making by an existing AI system. Existing AI logically takes automated decisions of the users without their consent and this Article 22 negate such automated decision making without users' consent. Because Article 22 requires a high impact to apply, not all ADM will trigger additional protection. For instance, ADM to ensure network security and prevent cyber-attacks, to reject fraudulent transactions in the context of fraud prevention, do not amount to producing a legal effect or a similarly significant effect for individuals and fall outside of the scope of Article 22.