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Can Innovation and Regulation Coexist?

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TRANSFORM



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“
The World
Wants More
Tech Regulation”



**Harvard
Business
Review**

“
Can the EU
Regulate Platforms
Without Stifling
Innovation?”



Wharton
UNIVERSITY OF PENNSYLVANIA

In

“
How To Regulate
Innovation –
Without Killing It

**The
Guardian**

“
Online harms
white paper:
could regulation
kill innovation?



We have entered a new era for technology





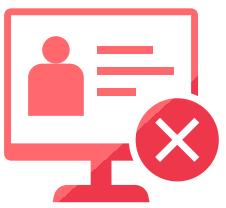
Technology is a tool that is
helping solve the world's problems
But technology has also been
turned into a weapon



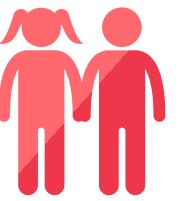
Data Risks



Cyberattacks &
Bad Actors



Human Rights &
Discrimination



Social Media &
Safety

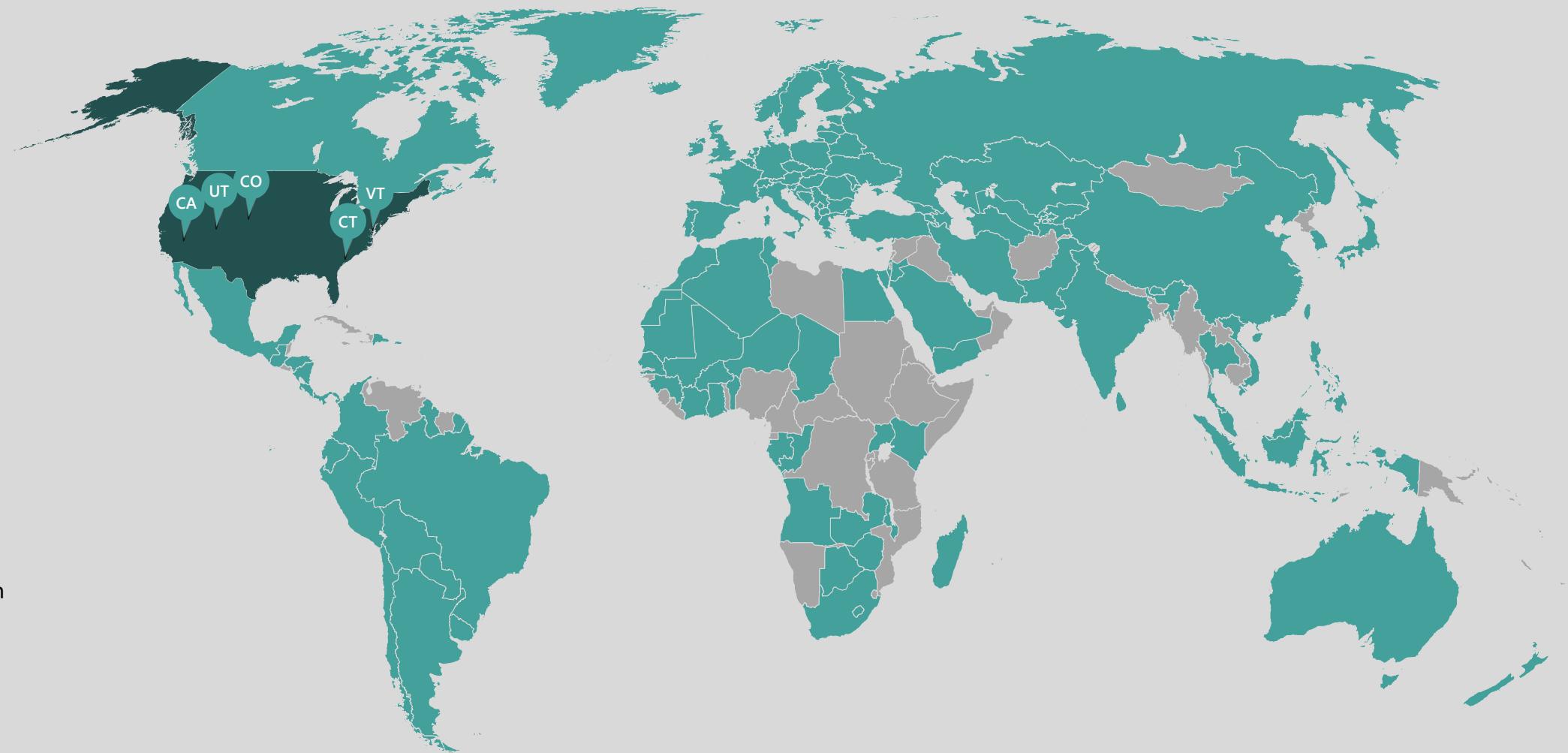


Big Tech
Influence



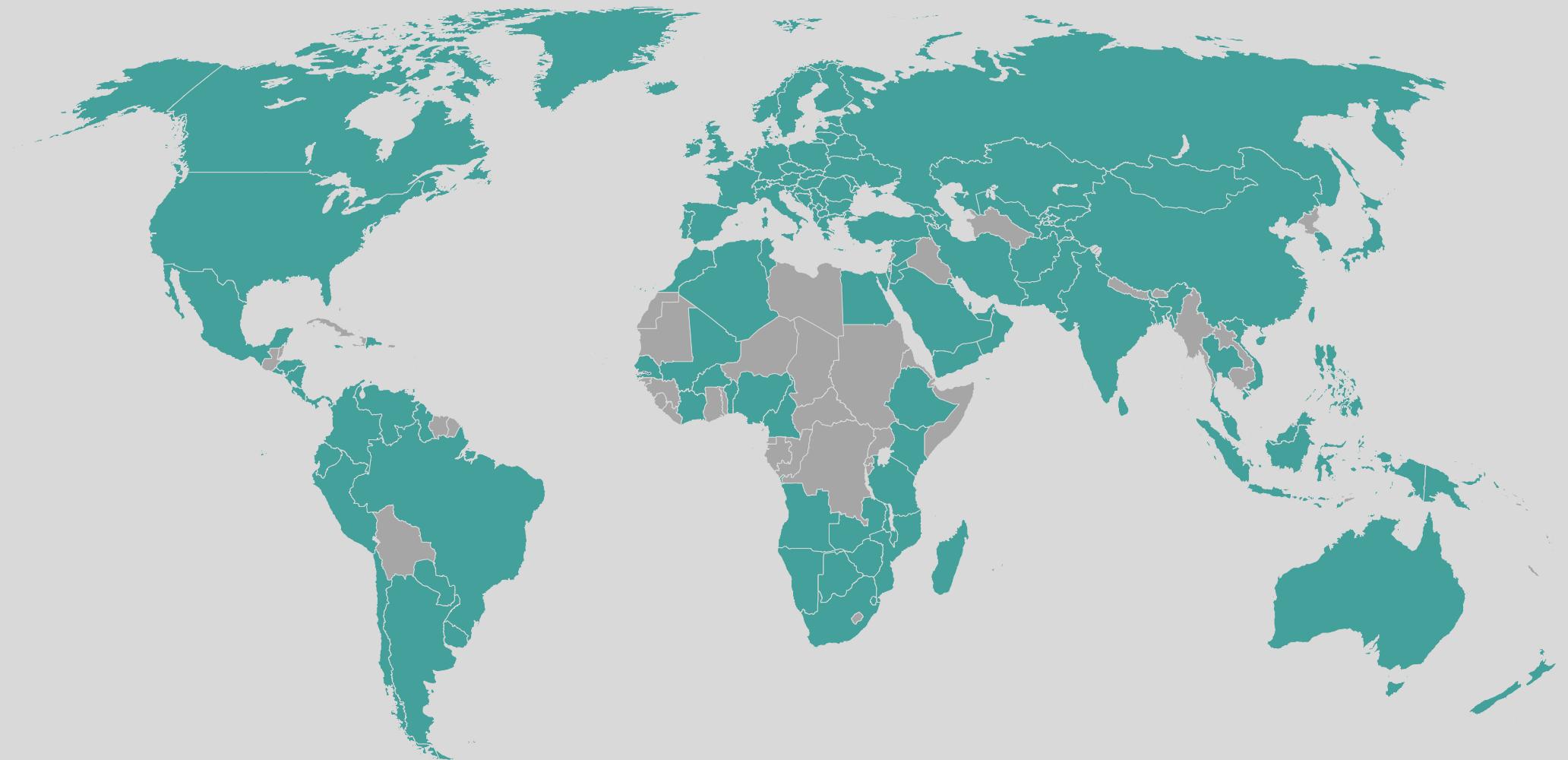
Rising Tide of Regulations

The Rising Tide of Regulation – Privacy



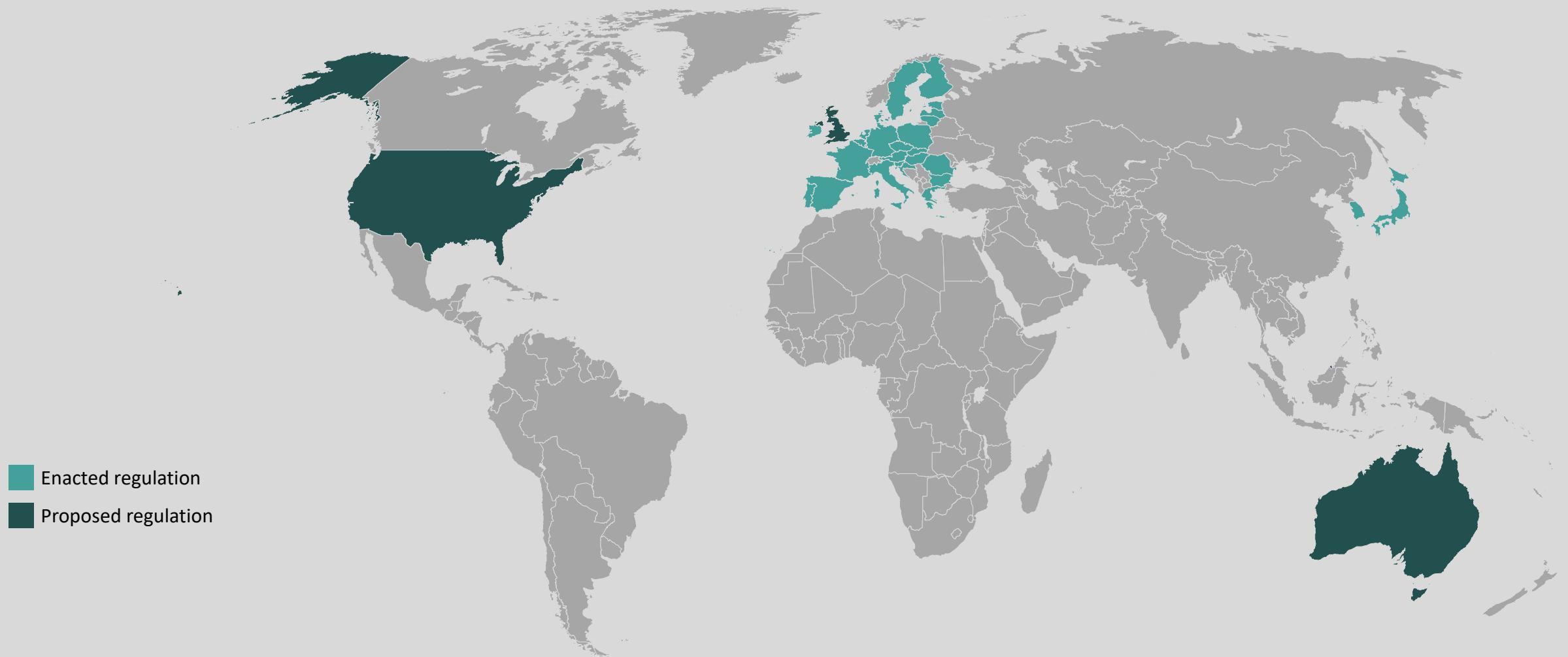
The Rising Tide of Regulation – Competition

Countries with traditional competition or antitrust laws

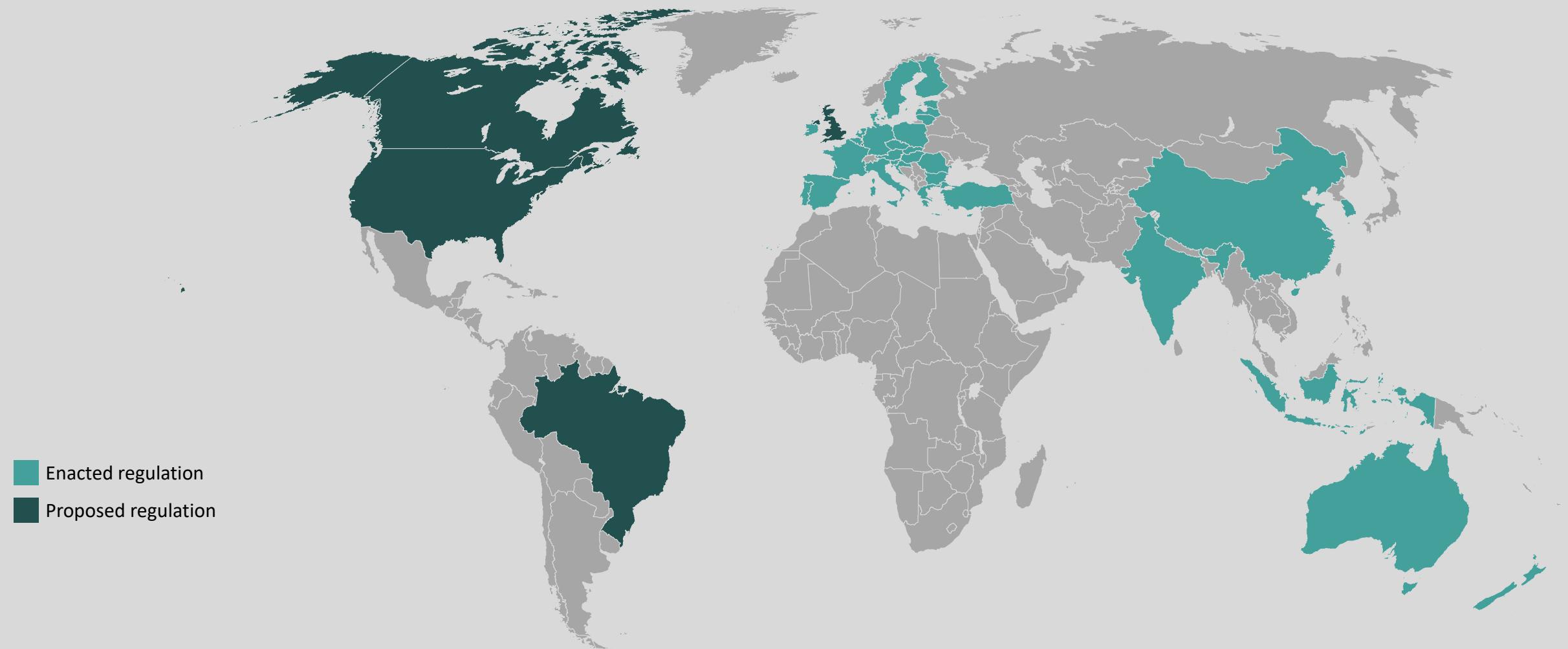


The Rising Tide of Regulation – Market Regulation

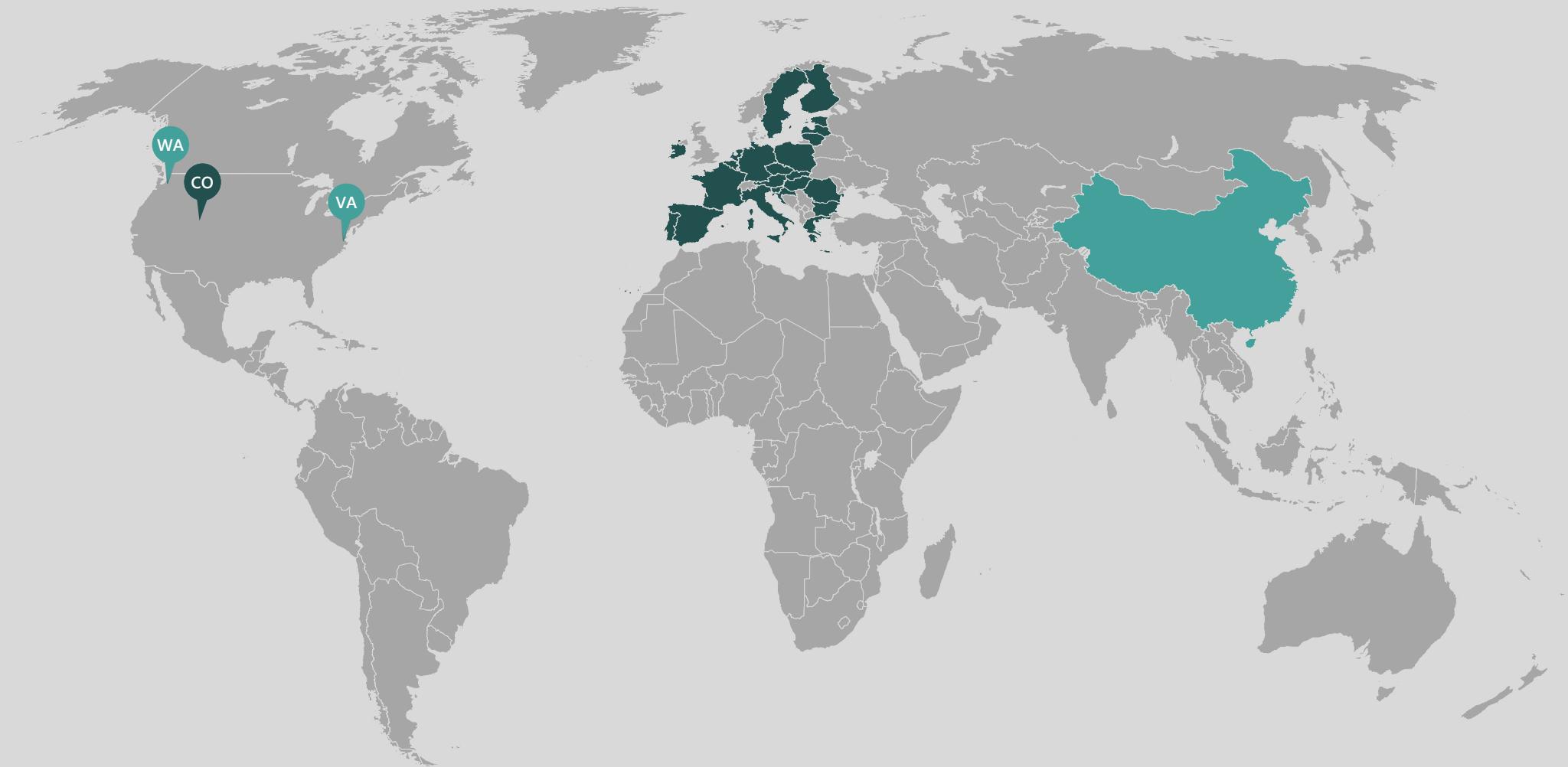
Countries with market regulation



The Rising Tide of Regulation – Digital Safety



The Rising Tide of Regulation – Responsible AI



The Rising Tide of Regulation

Security

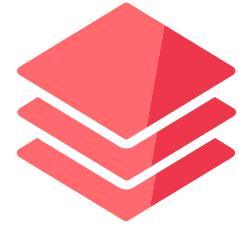
Transparency

Responsibility

Equality

AI Regulatory Trends

Government action on AI is expanding and comprehensive regulations are on the way



Global development
of horizontal regulatory
frameworks



The U.S. focuses on
agency-led approaches



System-specific
regulations

No industry has had
to adapt so quickly
on a global basis

Can innovation and regulation co-exist?

- We need **regulation to protect the responsible** use of data and drive innovation across borders and sectors.
- Societies, organizations and individuals **will benefit from guardrails** that help establish trust.
- Absent regulation, **businesses must build internal practices** to innovate responsibly and prepare for the complex regulatory landscape ahead.

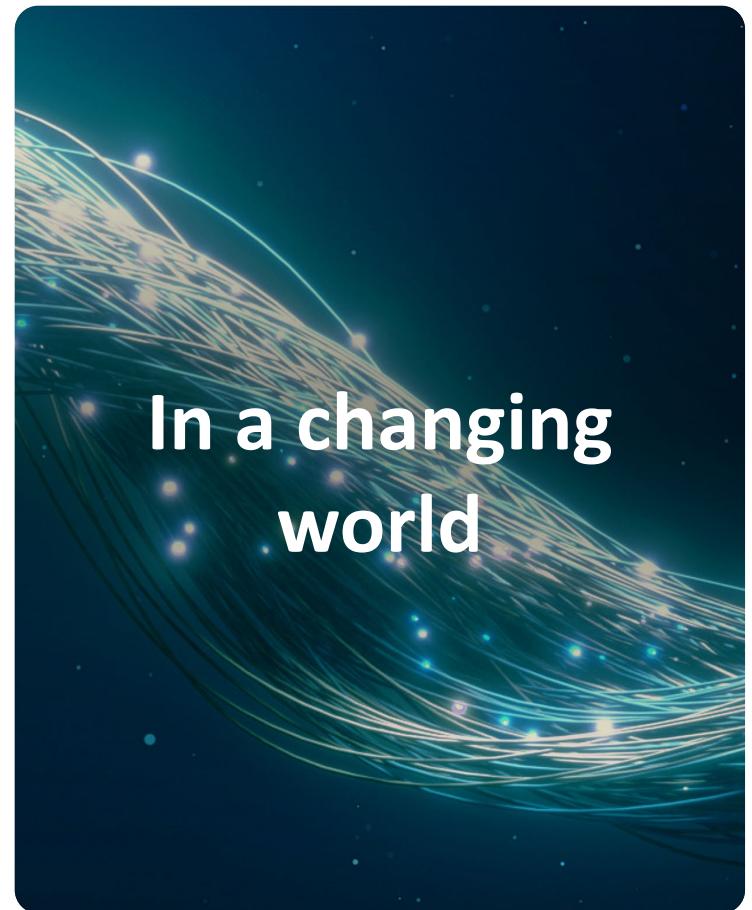
How to govern AI?



A constellation
of new
technologies



Put to many
different uses



In a changing
world



Principles served as the starting point
for us and many others.

Microsoft's AI Principles



Fairness



Reliability
& Safety



Privacy &
Security



Inclusiveness

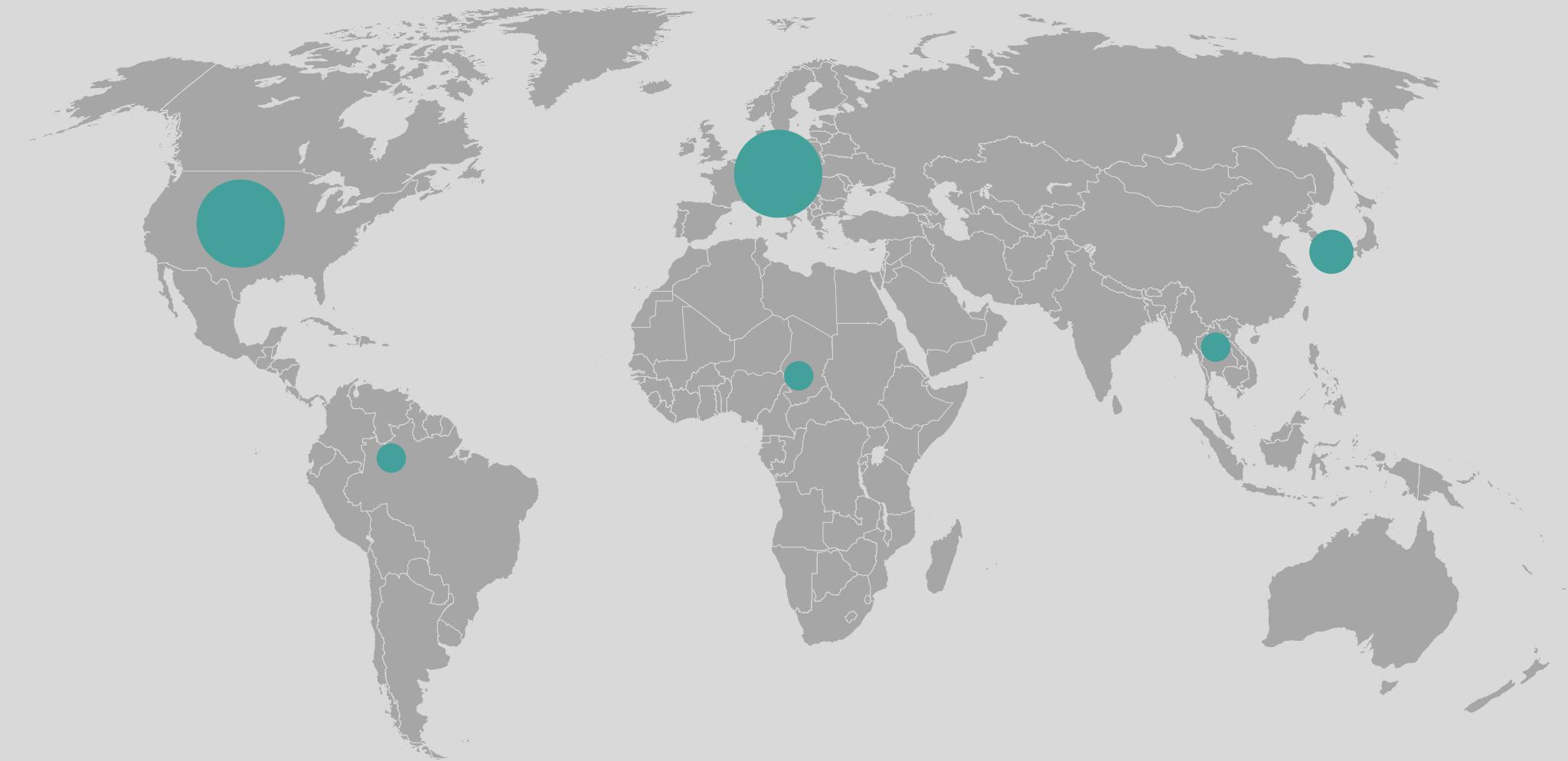


Transparency

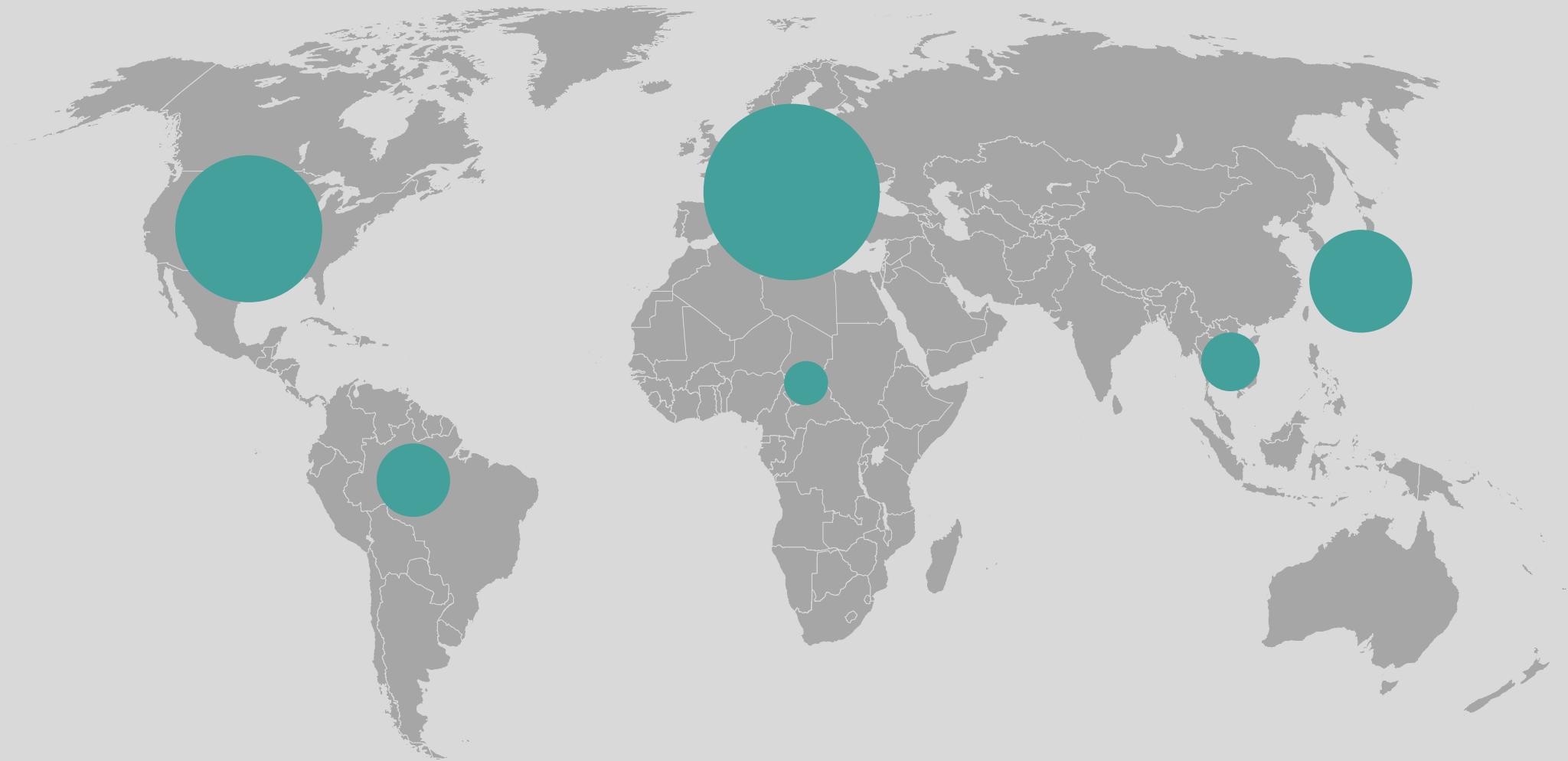


Accountability

Growth of AI Principles – 2018



Growth of AI Principles – 2020





Principles remain our **essential north star.**
But principles alone are not enough.

PRINCIPLES ARE



Not
self-executing



Open to
interpretation



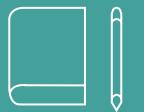
Incapable of answering
the question: 'How?'



Sustainable innovation ahead of the law
requires guardrails to secure benefits
and anticipate and mitigate harms



Tools and processes



Training and practices



Rules



Governance



Custom Neural Voice

A case study in responsible innovation ahead of the law



Eric Boyd



Eric Boyd

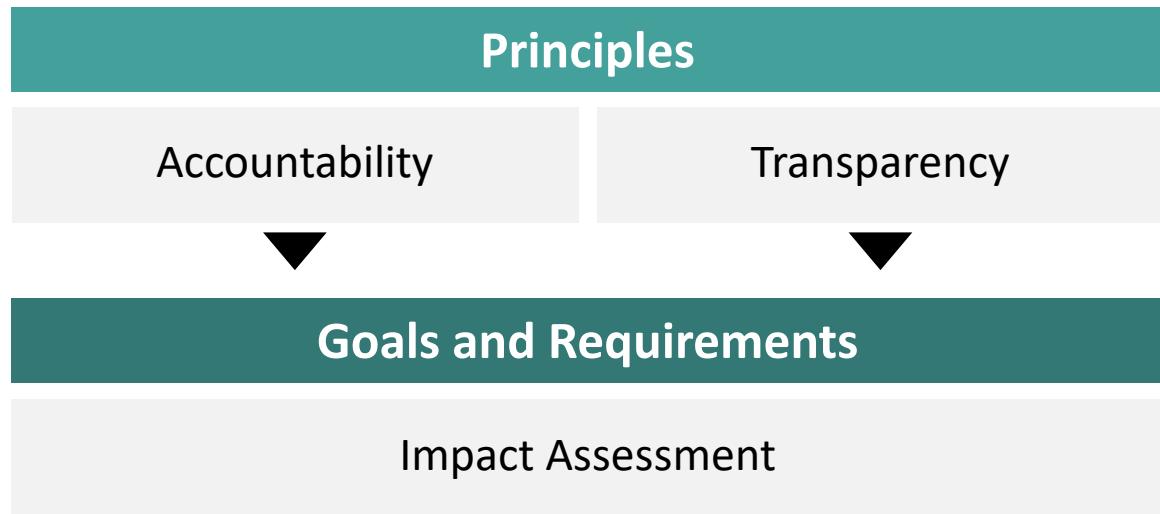


Synthetic



Synthetic Italian

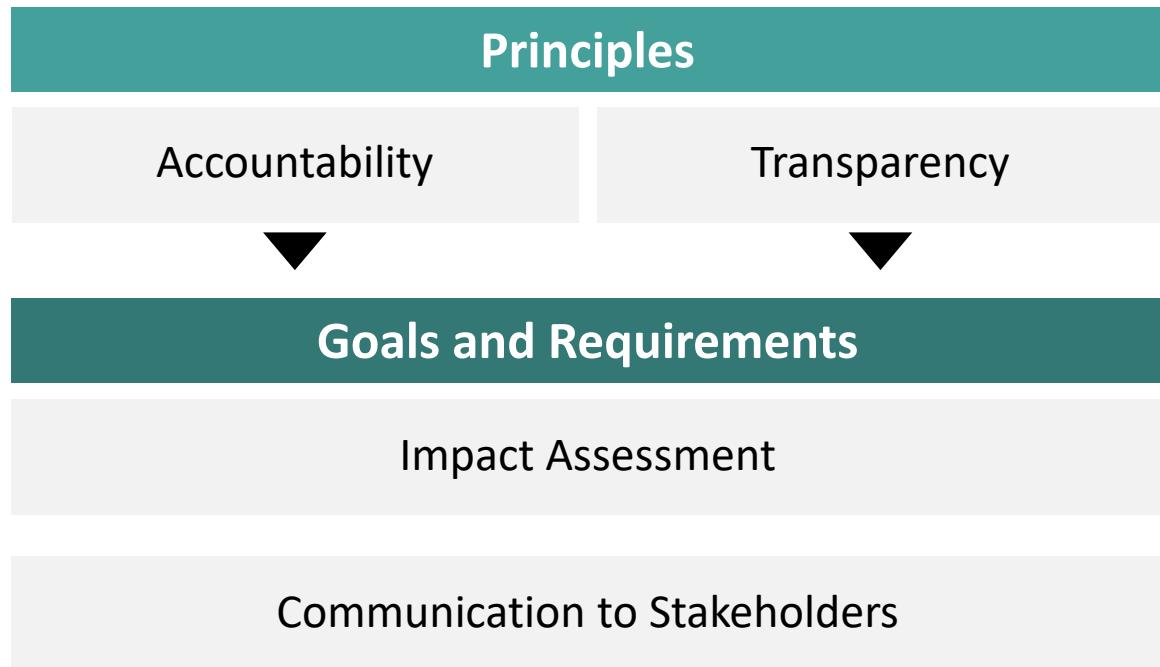
Responsible AI by Design



Protect listeners from misleading content and experiences

Protect speakers from impersonation or improper use of their voices

Responsible AI by Design



Explanation of technology to inform decisions

Clear expectations as to **acceptable use cases**

Responsible AI by Design



Azure Cognitive Services Limited Access Review

After you submit this intake form, we will review your application and get back to you in approximately 10 business days.

* Required

Describe Your Use Case

The purpose of this form is for Microsoft to only apply for one use case at a time. Please visit: <http://aka.ms/csgate-sensitive>.

Please be thorough and detailed when you provide, the easier it will be for us to review.

For guidance on how this process works

1. What is your workplace email address? Must match email address provided in the previous step

Enter a valid email address.

2. Which service is this concerning? If applying for both services, you will Note: building a Custom Neural Voice

Spatial Analysis
 Custom Neural Voice

Code of Conduct for Text-to-Speech integrations

11/04/2019 • 2 minutes to read •

The following code of conduct defines the requirements that all Text-to-Speech ("TTS") implementations must adhere to in good faith. This code of conduct is in addition to the Acceptable Use Policy in the [Microsoft Online Services Terms](#).

Content requirements

- All content released through your TTS integration and associated metadata must be originally created by the publisher, appropriately licensed from the third-party rights holder, used as permitted by the rights holder, or used as otherwise permitted by law.
- This service must not be used to simulate the voice of politicians or government officials, even with their consent.

Your TTS feature must:

- disclose the synthetic nature of the voice to users such that they are not likely to be deceived or duped—or able to prank others—into believing they are interacting with a real person;
- support a feedback channel that allows users of the service to report issues with the service

Responsible AI Controls Ahead of the Law

Disclosure design patterns

12/03/2019 • 8 minutes to read • 5 people reading +2

Now that you've determined the right [level of disclosure](#) for your synthetic voice experience, it's a good time to explore potential design patterns.

Overview

There's a spectrum of disclosure design patterns you can apply to your synthetic voice experience. If the outcome of your disclosure assessment was 'High Disclosure', we recommend [explicit disclosure](#), which means communicating the origins of the synthetic voice outright. [Implicit disclosure](#) includes cues and interaction patterns that benefit voice experiences whether or not required disclosure levels are high or low.



TITLE IV

TRANSPARENCY OBLIGATIONS FOR CERTAIN AI SYSTEMS

Article 52

Transparency obligations for certain AI systems

1. Providers shall ensure that AI systems intended to interact with natural persons are designed and developed in such a way that natural persons are informed that they are interacting with an AI system, unless this is obvious from the circumstances and the context of use. This obligation shall not apply to AI systems authorised by law to detect, prevent, investigate and prosecute criminal offences, unless those systems are available for the public to report a criminal offence.
2. Users of an emotion recognition system or a biometric categorisation system shall inform of the operation of the system the natural persons exposed thereto. This obligation shall not apply to AI systems used for biometric categorisation, which are permitted by law to detect, prevent and investigate criminal offences.
3. Users of an AI system that generates or manipulates image, audio or video content that appreciably resembles existing persons, objects, places or other entities or events and would falsely appear to a person to be authentic or truthful ('deep fake'), shall disclose that the content has been artificially generated or manipulated.
4. However, the first subparagraph shall not apply where the use is authorised by law to detect, prevent, investigate and prosecute criminal offences or it is necessary for the exercise of the right to freedom of expression and the right to freedom of the arts and sciences guaranteed in the Charter of Fundamental Rights of the EU, and subject to appropriate safeguards for the rights and freedoms of third parties.
- Paragraphs 1, 2 and 3 shall not affect the requirements and obligations set out in Title III of this Regulation.

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What Happens Next?





Done well, sustainable innovation
ahead of regulation secures beneficial
uses, avoids technical debt,
and informs the law.

Apply These Learnings

- **Prepare for regulation now** – lean into it, not against it.
- Identify and **start conversations** with those in your organization working on these issues
- **Capture your opportunities** when it comes to data protection and use.
- **Commit to adopting policies and practices** that will ensure responsible use and development of AI systems.

