

Responsible AI

We are committed to the advancement of AI driven by ethical principles that put people first.

▷ [Play video on our approach](#)

Microsoft AI principles

We put our responsible AI principles into practice through the Office of Responsible AI (ORA), the AI, Ethics, and Effects in Engineering and Research (Aether) Committee, and Responsible AI Strategy in Engineering (RAISE). The Aether Committee advises our leadership on the challenges and opportunities presented by AI innovations. ORA sets our rules and governance processes, working closely with teams across the company to enable the effort. RAISE is a team that enables the implementation of Microsoft responsible AI rules across engineering groups.

[Learn more about our approach](#) >

Fairness

AI systems should treat all people fairly

▷ [Play video on fairness](#)

Reliability & Safety

AI systems should perform reliably and safely

▷ [Play video on reliability](#)

Privacy & Security

AI systems should be secure and respect privacy

▷ [Play video on privacy](#)

Inclusiveness

Transparency

Accountability

AI systems should empower everyone and engage people

▶ [Play video on inclusiveness](#)

AI systems should be understandable

▶ [Play video on transparency](#)

People should be accountable for AI systems

▶ [Play video on accountability](#)

Our approach



Innovating responsibly

We are putting our principles into practice by taking a people-centered approach to the research, development, and deployment of AI. To achieve this, we embrace diverse perspectives, continuous learning, and agile responsiveness as AI technology evolves.



Empowering others

We are helping organizations cultivate a responsible AI-ready culture throughout their businesses and put principles into place from implementation to governance with practices, tools, and technologies built on multidisciplinary research, shared learning, and leading innovation.

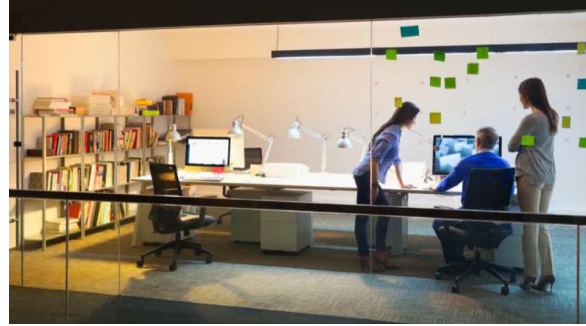


Fostering positive impact

We are committed to ensuring AI technology has a lasting positive impact for everyone by helping to shape public policy, contributing to industry working groups, and empowering those working to address society's greatest challenges through our AI for Good initiative.

Put responsible AI into action

Discover resources to help you implement responsible AI.



Establish a responsible AI strategy

Learn how to develop your own responsible AI strategy and principles based on the values of your organization.

[Get started at AI Business School >](#)

Develop AI responsibly

Get access to tools, guidelines, and additional resources that will help you create a responsible AI solution.

[Explore responsible AI resources >](#)

Partner and customer stories

Learn how others are innovating responsibly across industries.

[State Farm](#)

[Telefónica](#)

[TD Bank Group](#)



State Farm

State Farm® and its affiliates are the largest providers of auto and home insurance in the U.S. To responsibly maintain and amplify its services, State Farm has established a governance system assigning accountability for AI and overseeing the development of AI solutions that benefit customers.

[Learn about State Farm and AI >](#)

Perspectives on responsible AI

Learn how leaders in AI are working to advance our understanding, practices, and technology for responsible AI.



**Keeping
equity at the
heart of AI:**



**Driving
competitive
edge with**



**Responsible
AI with Dr.
Eric Horvitz**



Whitepaper

**Insurance
industry**

New research insights

Microsoft and University of Texas are working together to research how to best use AI to solve health, humanitarian, and accessibility issues while keeping transparency and equity at the forefront.

[Read about equity research >](#)

responsible AI innovation

David Carmona, General Manager of AI and Innovation Marketing at Microsoft, explores how enterprises can anticipate and innovate in a challenging business environment with a framework for responsible AI.

[▶ Watch the TransformX session](#)

Dr. Eric Horvitz, Microsoft Chief Scientific Officer, talks with Sam Charrington on the TWIML podcast, diving into how responsible AI is a critical part of innovation across organizations.

[Listen to the TWIML podcast >](#)

point of view

AI and data science are transforming the insurance industry. But leaders must implement AI responsibly to mitigate issues of bias, privacy, and security.

[Read the insurance whitepaper >](#)

Advancing trustworthy innovation

We are leading the industry in the advancement of responsible AI through our work with partners and researchers.



Research and innovation for responsible AI

Microsoft is collaborating with researchers and academics around the globe in an effort to advance responsible AI practices and technologies. Visit our research collection to get an overview of this work.

[Learn about responsible AI research >](#)

Collaborating to develop industry-leading best practices

Microsoft co-founded The Partnership on AI, a working group that brings together industry leaders, academics, nonprofits, and specialists to develop best practices, and provides an open platform for discussion and engagement around AI's impact on people and society.

[Learn about The Partnership on AI >](#)



[Responsible AI](#)



[Our Approach](#)



[Resources](#)

Follow Microsoft

