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**TTA Home Learning Task: 01/12/2021**  
**GDPR with reference to AI**

**Responsible AI**  
**Articles 5(2), 6.**

Data about an individual must be given only by consent to the interested parties, the personal data provider must be made clear of how the data will be utilized and shared. All data must be processed lawfully, fairly and in a transparent manner article 6, also to comply with accountable principles in article 5.2.

**Failures, malicious and incorrect use of AI**

Facebook - Cambridge Analytica data scandal.

Throughout the 2010s Facebook allowed the collection of millions of user data without their consent by Cambridge Analytica. An app that rewarded the user a small payment was created to harvest ninety millions Facebook user profiles, along with their friends to assist the 2016 presidential election of Mr Donald Trump and Mr Ted Cruz.

Advertisers were allowed to use the Facebook platform to launch their direct pitches to almost 2,300 people who expressed interest in the topics of "Jew hater," "How to burn Jews," or, "History of 'why Jews ruin the world."

Reference: <https://en.wikipedia.org/wiki/Facebook>

**Implication when AI fails.**

AI may increase opportunities for control, manipulation, and discrimination; disrupt social interactions; and expose humans to harm resulting from technological failures or disregard for individual rights and social values. There have been cases in civil liability, insurance, data protection, safety, contracts and crimes.

When the data operators utilize automated decision making (article 22), they must provide facilities to the data provider the right to opt out of profiling and data transfers can easily be exercised, through appropriate user interfaces. The same applies to the right to be forgotten, article 17 the right to erasure.

Reference:

The impact of the General Data Protection Regulation (GDPR) on artificial intelligence

### **Organisations to be compliant to GDPR**

In order for organisations to be responsible with AI and personal data, they must ensure that they remain compliant with GDPR, law abiding, and adopt a high quality risk management position.

Organisation must provide open and transparent AI systems results and decisions that are readily interpretable and explainable to the general public, personal data providers, and stakeholders. All critical AI automated decisions that may cause injury, loss of life, discrimination on gender, race, financial inequality, must be checked and endorsed by qualified personnel.