**Responsible AI is?**

As people around the world continue to use products or services with AI at their core, it becomes more important than ever that AI is deployed responsibly: preserving trust and putting each individual user’s well-being first. Responsible AI is a framework for bringing many of these critical. practices together. It focuses on ensuring the ethical, transparent and accountable use of AI technologies in a manner consistent with user expectations, organizational values and societal laws and norms

**Find instances where AI has failed? Or been used**

**maliciously or incorrectly**

A popular abuse of AI are deepfakes, which involve the use of AI techniques to craft or manipulate audio and visual content for these to appear authentic. A combination of “deep learning” and “fake media,” deepfakes are perfectly suited for use in future disinformation campaigns because they are difficult to immediately differentiate from legitimate content. An example of this is an alleged deepfake video that featured a Malaysian political aide engaging in sexual relations with a cabinet minister. The video was released in 2019, led to calls for the cabinet minister to be investigated for alleged corruption. Notably, as a result of this video’s release, the coalition government was destabilized, thus also proving the possible political ramifications of deepfakes. Similarly, a similar example involves a UK-based energy firm that was duped into transferring nearly 200,000 British pounds (approximately US$260,000) to a Hungarian bank account after a malicious individual used deepfake audio technology to impersonate the voice of the firm’s CEO in order to authorize the payments.

**Implications of when AI fails. There is a specific article in the GDPR Law that covers this, especially with automated decision making. (opt in and out options).**

AI has become hungry for data, and this hunger has spurred data collection, in a self-reinforcing spiral: the development of AI systems based on machine learning presupposes and fosters the creation of vast data sets, i.e., big data

The problem is that existing AI system logic takes automated decisions without user consent. Within the GDPR Law, Article 22 is a general restriction on automated decision making and profiling. It only applies when a decision is based solely on automated processing – including profiling – which produces legal effects or similarly significantly affects the data subject.

The GDPR is a step in the right direction as it empowers individuals to regain ownership of their personal data. However, one of the major criticisms about the game-changing regulation is its ambiguous language that could result in serious misinterpretation.

Article 22 is designed with an admirable objective at its core, to prevent any unfair bias or discrimination from entering into a decision. Profiling, as part of AI decision-making, could result in repercussions when collecting and processing sensitive data such as race, age, health information, religious or political beliefs, shopping behaviour and income.

As the GDPR evolves to provide greater clarity surrounding AI, the onus is on data controllers to carry out regular quality checks of their automated systems. The guidelines on conducting Data Protection Impact Assessments (DPIAs) can help to ensure that remedial action is taken promptly to manage any negative impact.

Moreover, the stricter GDPR requirements of Article 15 are specifically linked to automated, individual decision making and profiling that fall within the narrow scope of Article 22, and include the “existence” of automated decision making, including profiling, “Meaningful information about the logic involved” and the significance and the envisaged consequences of such processing” for the individual.

**Investigate the 3 challenges in AI:**

Time

* Business leaders are inundated with data from all areas of their organization and need to address a range of use cases that are primed for AI, including how attract the next new customer, make a credit-scoring decision, detect fraud or pinpoint the right treatment for a patient. To make the best possible decisions requires not just data, but also time. AI can help make the correct decisions, more easily, for less money and in less time. By building AI models, data science teams illustrate each scenario based on the data a company already has. Future data can then be used to re-train the model, allowing it to continuously improve, learn and correct. IT and business leaders should look for a solution that can help speed time to insights and time to better results.

Talent

* Because AI can drive better business results. Ultimately, the success of any AI strategy will hinge largely on the people and culture inside of each individual company. Getting people with different skill sets to work together productively, enabling teamwork across an organization and working well enough together to make the data work for them is crucial to building a successful data-driven business. Everyone from the functional business leader to devops professionals and analysts, to data engineers and data scientists are on the “data team.” Culturally, this team must be collaborative in order to be transformative. Usually while working within the existing culture of a company to bring change that is lasting.

Trust

- The biggest hurdle to AI success is trust. As organizations build a strong data and AI team, trust in the AI is one of the most critical ingredients to the successful incorporation of AI into a company’s culture and processes. Part of overcoming this challenge is to provide more meaningful explanations of AI to people within the organization about what it is, how it will be used and how it will ultimately help people by enabling them to get more done, faster, in order to complete the larger, more creative projects and solve critical, complex problems. The goal here is to have AI running in the background all the time – it’s the permanent Plan B. Plan A is still to use manual tool base, namely the humans who work at the company.