**Artificial Intelligence**

Responsible AI is **the practice of designing, developing, and deploying AI with good intention to empower employees and businesses, and fairly impact customers and society**—allowing companies to engender trust and scale AI with confidence.

#### **AI despised women**

#### Amazon wanted to automate its hiring process to expedite the selection of candidates for the thousands of job openings they have. Everything ended up being a public relations disaster since the system turned out to be sexist, favoring white guys. The training data used to create the model was most likely imbalanced, resulting in candidate selection bias. This is also another example of AI Failures.

### 

### **What are the principles of responsible AI?**

According to the GDPR **fairness, transparency and explainability, human-centeredness, and privacy and security** are the principles for a responsible AI. And although nowadays, organizations have many ways they can implement responsible AI, the key factor is that they must think of AI technology in a holistic way – understanding where AI sits in the value chain and creating the right structures to ensure long-term governance by:

* Establishing internal governance, for example by an objective review panel, that is diverse and that has the knowledge to understand the possible consequences of AI infused systems. A key success factor is leadership support and the power to hold leadership accountable.
* Ensuring the right technical guardrails, creating quality assurance and governance to create traceability and auditability for AI systems. This is an important part of every organisation’s toolkit to allow operational and responsible AI to scale.
* Investing more in their own AI education and training so that all stakeholders – both internal and external – are informed of AI capabilities as well as the pitfalls.