**Responsible AI** is a governance framework that documents how a specific organization is addressing the challenges around artificial intelligence (AI) from both an ethical and legal point of view. Resolving ambiguity for where responsibility lies if something goes wrong is an important driver for responsible AI initiatives. 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](https://www.accenture.com/gb-en/insights/artificial-intelligence/scaling-enterprise-ai) with confidence

**Microsoft Tay**

Tay had used its AI skills to learn from interactions to have better conversations in the future. Before long, Twitter users began to target the vulnerabilities of the AI bot thence manipulating it to learn deeply sexist and racist sentiments. Microsoft had to turn the bot off less than 24 hours after launching it.

**Amazon’s Recruiting Tool**

Amazon had been building software that would automate the process of reviewing job applicants’ resumes with the intention of finding the top 5 talents. It turns out Amazon had trained their machine learning algorithms on resumes that had been submitted to the company over a 10-year period. The majority of resumes came from men, since this is what was most common in technical roles, and the algorithms learned this pattern and determined women are not good suitors for technical roles.

GDPR’s Article 22 [covers](https://gdpr-info.eu/art-22-gdpr/) “automated individual decision-making, including profiling.” Some scholars [assert](https://iapp.org/news/a/want-europe-to-have-the-best-ai-reform-the-gdpr/) that this provision could lead AI companies to limit activities such as offering customers loans or to implement additional and expensive human review of AI-powered decisions.

Steps to ensure AI is served in a responsible way

1. 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.
2. 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.
3. 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.
4. Make a best effort towards transparency so that any decisions made by AI are explainable
5. Design for responsibility. Review for responsibility early in development.