**Find out what Responsible AI is?**

Responsible AI is a standard that ensures that AI technologies and system is safe, trustworthy and unbiased. Responsible AI ensures that AI and machine learning (ML) models are Robust, Explainable, Ethical and Efficient.

Responsible AI centres on building, developing, and deploying AI that empower employees and businesses, and provides fair impact to all consumers without any bias.

**The recommended best practices for Responsible AI include:**

* Fairness: it is critical for AI systems to be fair and inclusive to everyone. Because algorithms and data used in creating Ai systems can create bias, it is therefore important that organizations design AI systems with checks and balances in the design and approval processes to mitigate unwanted bias and achieve decisions that are fair under a clear governance model.
* Accountability: Accountability in AI is about holding the people in your company responsible for your AI development to regulatory, ethical, and precedential standards.
* Safety: Organisations must develop and apply strong safety and security practices to avoid unintended results that create risks of harm.
* Privacy: Organisations must incorporate strict privacy principles in the development and use of AI technologies. Users should be given opportunity for notice and consent, encourage architectures with privacy safeguards, and provide appropriate transparency and control over the use of data in accordance with

**Find instances where AI has failed? Or been used maliciously or incorrectly.**

IBM’s Watson for Oncology Project Cancelled after spending $62 Million. It was found that IBM trained Watson on relatively smaller dataset and ignored significant features related to cancer patients which led to the AI prescribing unsafe treatments. For instance, the software recommended doctors to treat cancer patients with bleeding drugs; that will eventually increase bleeding and make the condition worsen.

The use of Deepfake to manipulate audio and/or video contents for these to appear authentic. Example involves a UK-based energy firm that was duped into transferring nearly 200,000 British 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.

**What should organisations do to ensure that they are being responsible with AI and the wider use of data in general?**

* Provide guidance on definitions and metrics used to evaluate AI for bias and fairness
* Regulatory compliance and engagement: organizations have to ensure that customer data are used in accordance to regulatory requirement
* Improve model explainability: The ability to explain model outputs to stakeholders helps in ensuring compliance with regulatory and public expectations and in fostering trust to accelerate adoption. Leaders should encourage the data science team to show that they have chosen the simplest performant model (not the latest deep neural network) and demanding the use of explainability techniques for naturally opaque techniques
* Continue to monitor the system after deployment to check impact and make improvement