Practical: Artificial Intelligence (AI)

1. **Find out what Responsible AI is?**

Responsible AI means creating artificial intelligence to be human-centric in design and in compliance with existing regulations created by the government.

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

a) “Hitler was right to hate the Jews” - said Tay, a Microsoft most advanced chatbot after 24 hours of ‘learning’ from interactions with humans. The idea was to create a slang-laden chatbot, that would bring a new level of machine-human conversation quality. But it turned out to be “a robot parrot with an internet connection”

b)Another failure cost 62 million dollars, which were spent by IBM to build an AI system that would help fight cancer. But again, the result was rather disappointing.

(ImmuniWeb with a backlink:  
<https://www.immuniweb.com/blog/top-10-failures-of-ai.html>)

1. **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)**

Under GDPR, organisations that fail to comply and/or suffer a data breach could face a fine. In the most serious cases, this fine could be up to 17 million euros or 4% of a company’s annual turnover. This upper limit far exceeds the current maximum fine of £500,000 allowed under the Data Protection Act.

The UK GDPR sets a high standard for consent, which must be unambiguous and involve a clear affirmative action (an opt-in). It specifically bans pre-ticked opt-in boxes. It also requires distinct (‘granular’) consent options for distinct processing operations. Consent should be separate from other terms and conditions and should not generally be a precondition of signing up to a service. You must keep clear records to demonstrate consent. The UK GDPR gives a specific right to withdraw consent. You need to tell people about their right to withdraw and offer them easy ways to withdraw consent at any time. (ico.org.uk)

1. **What should organisations do to ensure that they are being responsible with AI and the wider use of data in general?**
2. Define a common agreement of what AI ethics means. This needs to be specific and actionable for all relevant stakeholders in the company.
3. Build ethical AI into the product development and release framework.
4. Create cross-functional groups of experts to guide all decisions on the design, development and deployment of responsible ML and AI.
5. Bring customer collaboration into the design, development, and deployment of responsible AI.
6. Take a “lifecycle approach” to bias in machine learning.
7. Be transparent
8. Empower your employees to design responsible products
9. Share what you know and learn from others in the industry.

(https://blog.workday.com)