**AI investigation**

GDPR now plays an important role on how data is used, stored and processed. Given the rise of the use of data and field of data science; especially within AI I will be cover the ethics behind the world of AI.

AI is quickly reshaping business landscapes as it can produce real business value by increasing productivity and efficiency while reducing operational costs with the use of automation of processes.

With automation gaining ground the topic of Responsible AI has gained a lot of traction. Responsible AI is a framework and set of principles that holds AI applications responsible for the decisions they make.

Below are a few priciciples ahat should be considered for Resposinle AI to mitigate ethical risjs for am organisation:

Fairness – Design and check system to mitigate unwanted bias within the system/model to achieve fair decisions.

Transparency – See whether models created a thoroughly tests, function as they should and can understand/interpret the decisions made.

Accountability – Require a chain of accountability for the decisions of the algorithm by holding people responsible for AI development to regulatory, ethical, and precedential standards.

Privacy - systems should respect and uphold privacy rights and data protection and ensure the security of data. This includes ensuring proper data governance, and management, for all data used and generated by the AI system throughout its lifecycle.

Governance - Corporate governance is essential to develop and enforce policies, procedures and standards in AI systems. Chief ethics and compliance officers have an important role to play, including identifying ethical risks, managing those risks and ensuring compliance with standards. Governance structures and processes should be implemented to manage and monitor the organization’s activities.

Furthermore with the success of AI ther has also been instances of failure from AI such as when Microsoft’s AI chatbox was corrupted by twitter trolls. The chatbot, Tay was created to reply to people in a casual way. Tay would improve its conversational understanding by interacting with people. However trolls corrupted the personality of the chatbot thus resulting in foul mouthed conversations hence after Microsoft’s attempts to clean up the data used for the chat box, eventually they pulled the plug.

In addition current laws have evolved/created to aid in the implications of when AI fail to help identify who is liable when there is failure, an example of this would be a self-driving car resulting in a crash. Who would be liable? User? Developer? Or Programmer? Currently in UK law the user of an AI system is less likely to be at fault than the manufacturer. Whether a manufacturer is liable will depend on the relevant industry standards of care and whether the specifications were appropriate in light of those standards. And as AI system become more autonomous or is far removed from human decision making, it will become more difficult to establish proximity and foreseeability.