**HLTW8AkomolafeOlaolu**

**Tasks:**

1. Find out what Responsible AI is?
2. Find instances where AI has failed? Or been used maliciously or incorrectly.
3. 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).
4. What should organisations do to ensure that they are being responsible with AI and the wider use of data in general?
5. Maximum 500 words.

**Solutions:**

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

**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.

AI brings unprecedented opportunities to businesses, but also incredible responsibility. Its direct impact on people’s lives has raised considerable questions around AI ethics, data governance, trust, and legality. In fact, [**Accenture’s 2022 Tech Vision research**](https://www.accenture.com/gb-en/insights/technology/technology-trends-2022) found that only **35%** of global consumers trust how AI is being implemented by organizations. And **77%** think organizations must be held accountable for their misuse of AI.

The pressure is on. As organizations start [scaling up their use of AI](https://www.accenture.com/gb-en/services/ai-artificial-intelligence-index) to capture business benefits, they need to be mindful of new and pending regulation and the steps they must take to make sure their organizations are compliant. That’s where **Responsible AI** comes in.

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

* ***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, favouring 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.

* ***AI to fight cancer could kill patients:***

Another failure cost US$62 million, which was spent by IBM to develop an [AI](https://www.analyticsinsight.net/top-5-real-estate-companies-using-ai-and-ml-to-attract-more-buyers/) system to aid in the battle against cancer. However, the outcome was once again unsatisfactory. The product, according to a doctor at Jupiter Hospital in Florida, was a complete failure. He went on to say that they acquired it for marketing purposes. Watson advised physicians to give a cancer patient with serious bleeding a medication that might aggravate the bleeding, according to medical experts and customers. Multiple cases of dangerous and erroneous therapy suggestions were reported by medical experts and customers.

***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).***

The UK GDPR restricts you from making solely automated decisions, including those based on profiling, that have a legal or similarly significant effect on individuals.

*The data subject shall have the right not to be subject to a decision based solely on automated processing, including profiling, which produces legal effects concerning him or her or similarly significantly affects him or her.”*

*[Article 22(1)]*

***What if Article 22 doesn’t apply to our processing?***

Article 22 applies to solely automated individual decision-making, including profiling, with legal or similarly significant effects.

If your processing does not match this definition, then you can continue to carry out profiling and automated decision-making.

But you must still comply with the UK GDPR principles. You must identify and record your [lawful basis for the processing](https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/lawful-basis-for-processing/special-category-data/). You need to have processes in place so people can [exercise their rights](https://ico.org.uk/for-organisations/guide-to-data-protection/guide-to-the-general-data-protection-regulation-gdpr/individual-rights/).

Individuals have a right to object to profiling in certain circumstances. You must bring details of this right specifically to their attention.

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

With Responsible AI, you can shape key objectives and establish your governance strategy, creating systems that enable AI and your business to flourish. The following steps are necessary for all organisations:

1. ***Minimise unintended bias:*** Build responsibility into your AI to ensure that the algorithms – and underlying data – are as unbiased and representative as possible.
2. ***Ensure AI transparency:*** To build trust among employees and customers, develop explainable AI that is transparent across processes and functions.
3. ***Create opportunities for employees:*** Empower individuals in your business to raise doubts or concerns with AI systems and effectively govern technology, without stifling innovation.
4. ***Protect the privacy and security of data:*** Leverage a privacy and security-first approach to ensure personal and/or sensitive data is never used unethically.
5. ***Benefit clients and markets:*** By creating an ethical underpinning for AI, you can mitigate risk and establish systems that benefit your shareholders, employees and society at large.

**References:**

https://www.accenture.com/gb-en/services/applied-intelligence/ai-ethics-governance#:~:text=Responsible%20AI%20is%20the%20practice,and%20scale%20AI%20with%20confidence.

https://www.analyticsinsight.net/top-10-massive-failures-of-artificial-intelligence-till-date/