PRIMER ON ARTIFICIAL INTELLIGENCE AND PERSONAL DATA:
RESPONSIBLE DEVELOPMENT AND ADOPTION OF AI

Artificial Intelligence (AI) technology can boost productivity, transform businesses, and enhance people's lives. It's important to keep conversations on AI's benefits and risks going to build understanding and trust.
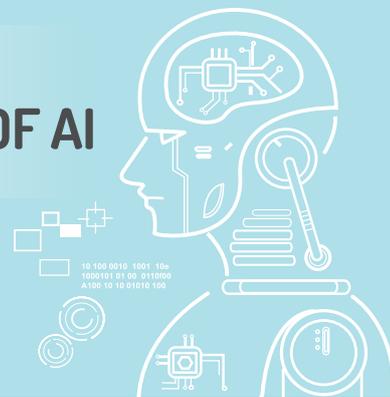
RESPONSIBLE ARTIFICIAL INTELLIGENCE

For AI adoption to be responsible and transparent, ethics and governance measures should be considered by all stakeholders.

WHO SHOULD CARE? THE AI VALUE CHAIN:

1. AI DEVELOPERS
Develop and integrate:
- AI application systems
- AI-powered devices and equipment

2. USER COMPANIES
- use AI in operations or backroom processes
- sell and distribute AI-enabled devices and equipment

3. CONSUMERS AND CUSTOMERS
- use AI-driven services/products
- provide data for AI analytics/models
- receive AI-enhanced recommendation

THE PRINCIPLES AND GOVERNANCE FRAMEWORK AIM TO PROMOTE PUBLIC UNDERSTANDING AND TRUST IN AI TECHNOLOGIES.

Here's one example of how the principles could look when put into a framework and considers important issues in the commercial deployment and adoption of AI

PRINCIPLES FOR RESPONSIBLE AI

✓ DECISIONS MADE BY AI SHOULD BE **EXPLAINABLE, TRANSPARENT AND FAIR**

✓ AI SYSTEMS, ROBOTS AND DECISIONS SHOULD BE **HUMAN-CENTRIC**

PROPOSED AI GOVERNANCE FRAMEWORK

OBJECTIVES

- Explaining how AI systems work and verifying that they work consistently
- Building in good data accountability practices
- Creating open and transparent communication between stakeholders

ORGANISATIONAL GOVERNANCE MEASURES

GOVERNANCE
- Putting in place internal corporate governance and oversight processes
- Taking measures to identify and mitigate risks or harm
- Reviewing how and where AI is deployed within the company periodically

OPERATIONS MANAGEMENT AND SYSTEMS DESIGN
- Having good practices in managing data
- Ensuring AI performs consistently
- Understanding what data was used to make algorithmic decisions
- Training and maintenance of AI models

CONSUMER RELATIONSHIP MANAGEMENT

TRANSPARENCY
- Policy for disclosure
- Policy for explanation

COMMUNICATION
- Establishing a feedback channel
- Reviewing decisions made by AI

INTERACTION
- Reviewing human-machine interactions for user friendliness
- Providing an option to opt-out

DECISION MAKING AND RISK ASSESSMENT

- Determining the appropriate decision-making approach to maximise benefits and minimise risk of harm.
- **"Human-in-the-loop"** involves a human who relies on intelligent systems but ultimately makes the final decision
- **"Human-over-the-loop"** involves a human who has made a choice but relies on intelligent systems to suggest options to perform an action
- **"Human-out-of-the-loop"** involves automated decisions by intelligent systems based only on a pre-determined set of scenarios