



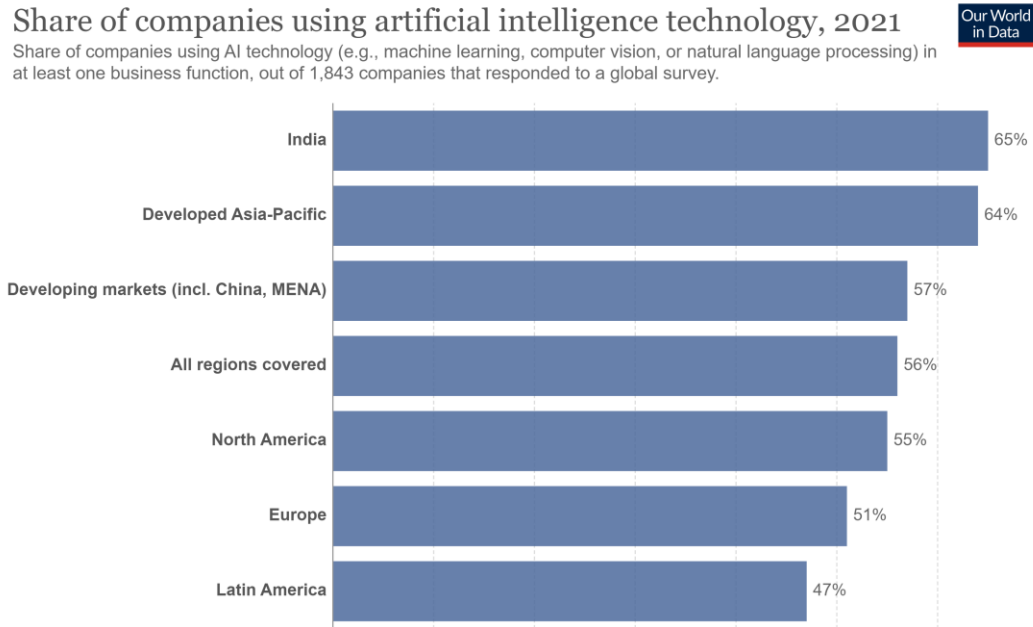
# Responsible AI in the age of Gen AI

Akbar Mohammed  

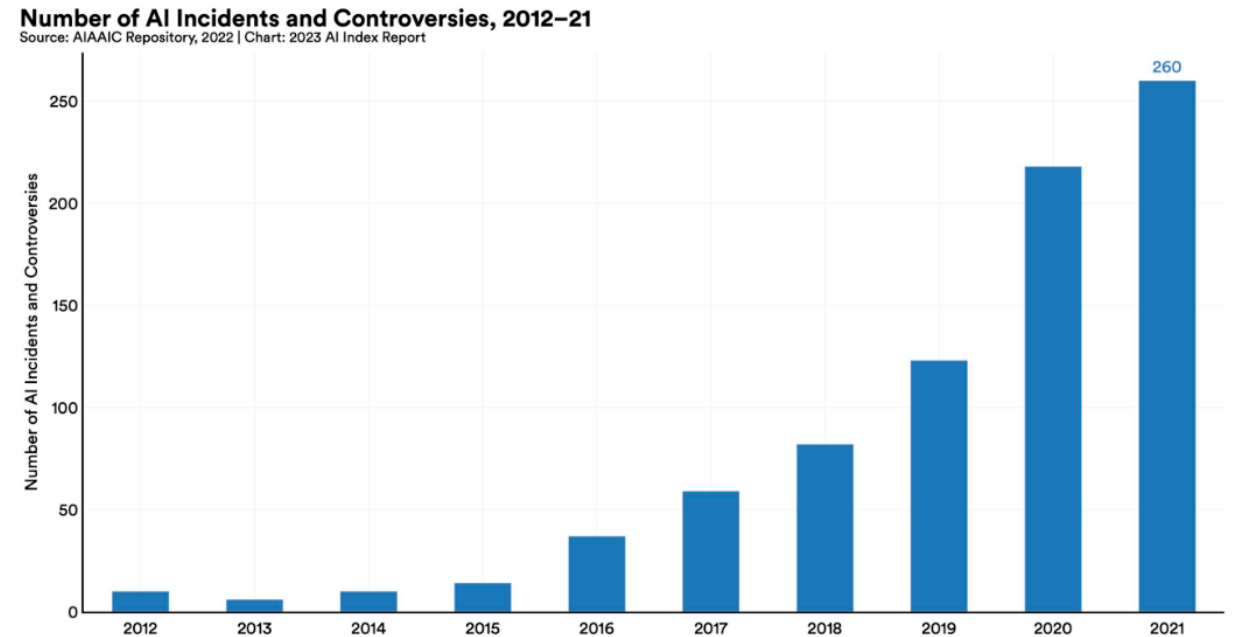
22<sup>th</sup> Sept 2023

# With use comes abuse

More enterprises are leveraging AI and with that the number of incidents concerning the misuse of AI is rapidly rising. This is Pre-GenAI and the risks are only expected to increase



Source: McKinsey & Company via AI Index Report (2022) [OurWorldInData.org/artificial-intelligence](https://ourworldindata.org/artificial-intelligence) • CC BY  
Note: Companies represent a range of industries, sizes, functional specialties, and tenures. To adjust for differences in response rates, the data are weighted by the contribution of each respondent's nation to global GDP.



Source: *State of AI, 2023 Stanford*

# When an AI generated painting wins a prestigious award

- Are these images inspired by existing artists
- Should the art be attributed to the original authors
- Is the consumer and the original creator informed about it's use?



Source: [NY Times](#)

# When an AI doctor misdiagnoses you..

- A misdiagnosis is likely the responsibility of the presiding physician.
- The manufacturer or operator is held accountable for a faulty medical device that harms a patient.
- What does this mean for an AI?





# What does AI safety look like

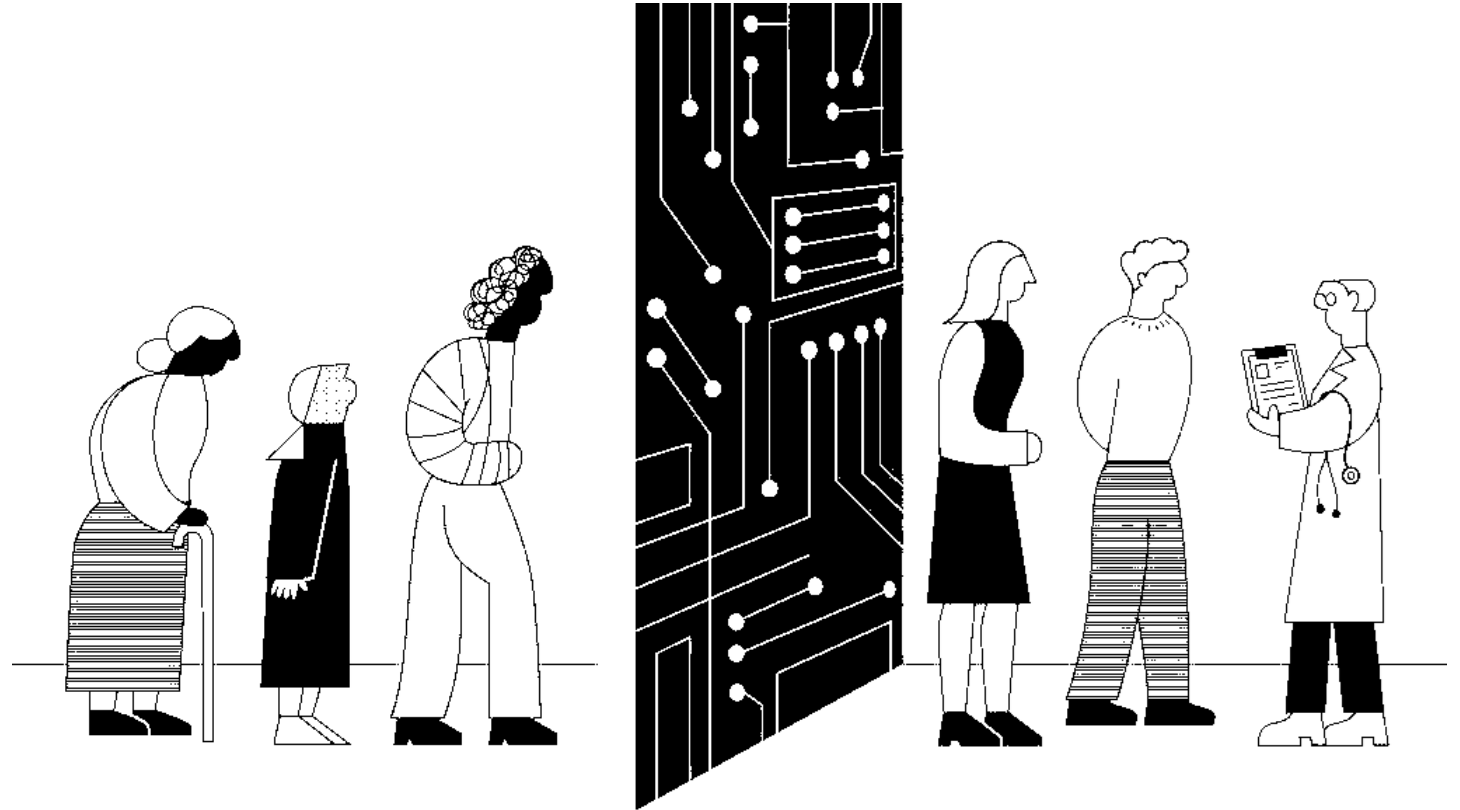
- Potential for destructive mass communication
- Social engineering at scale
- Market manipulation!



Source: [AI Business](#)

# When an AI treats people differently based on their demographic profile

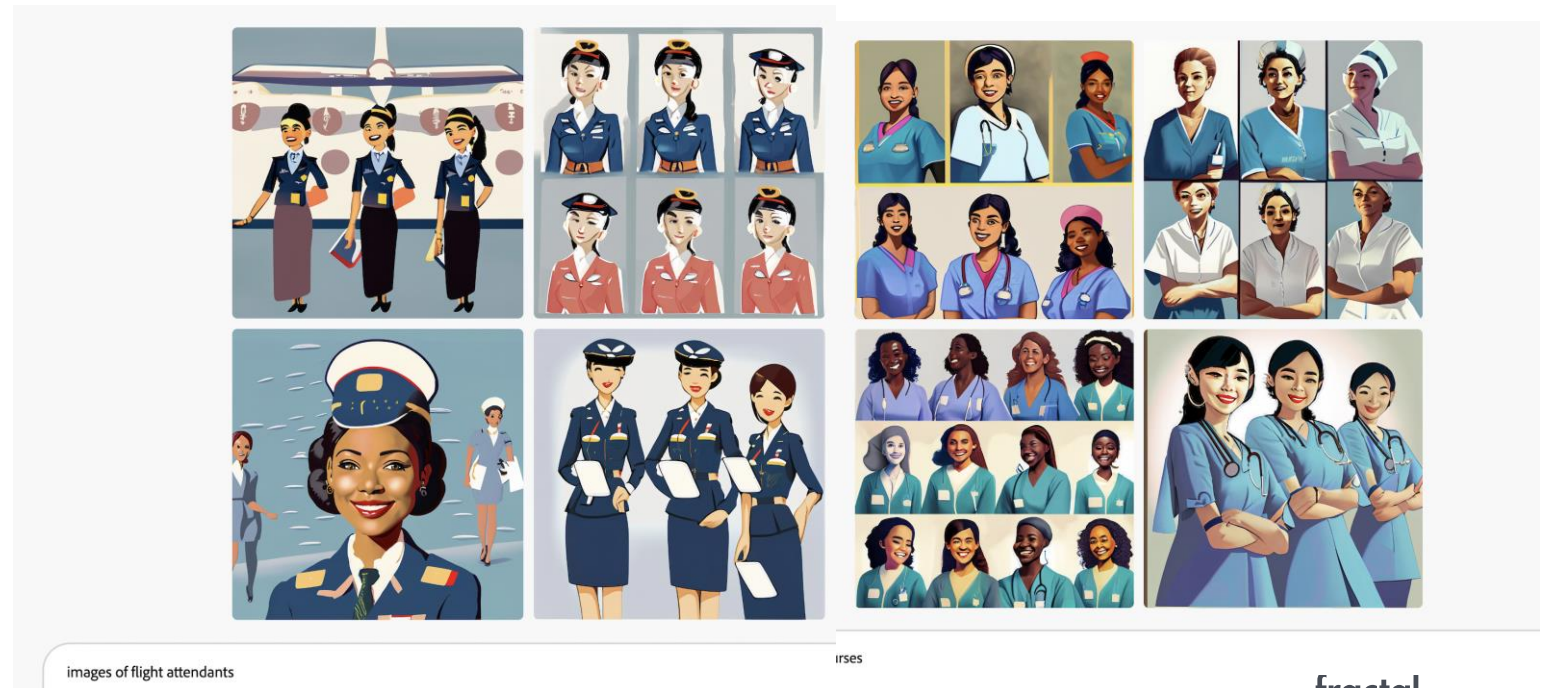
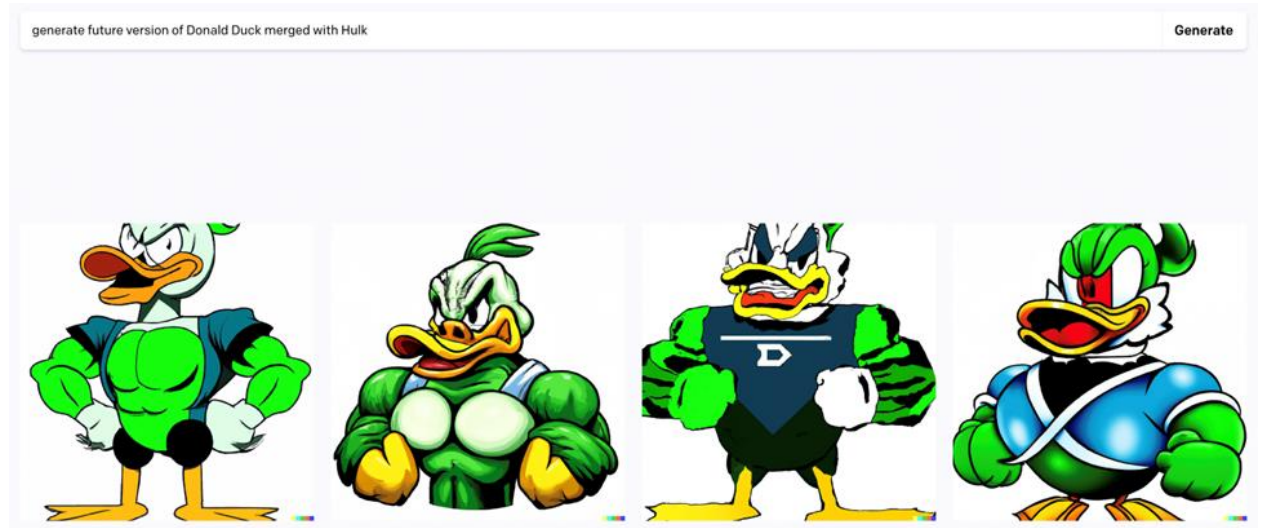
- AI, if left unchecked, can reinforce societal, racial and other biases
- **Bias** can exist in the data, with the developer or in the AI itself
- **Proxy discrimination and identification**



Source: [The New York Times](#)

# When AI is biased and stereotypical

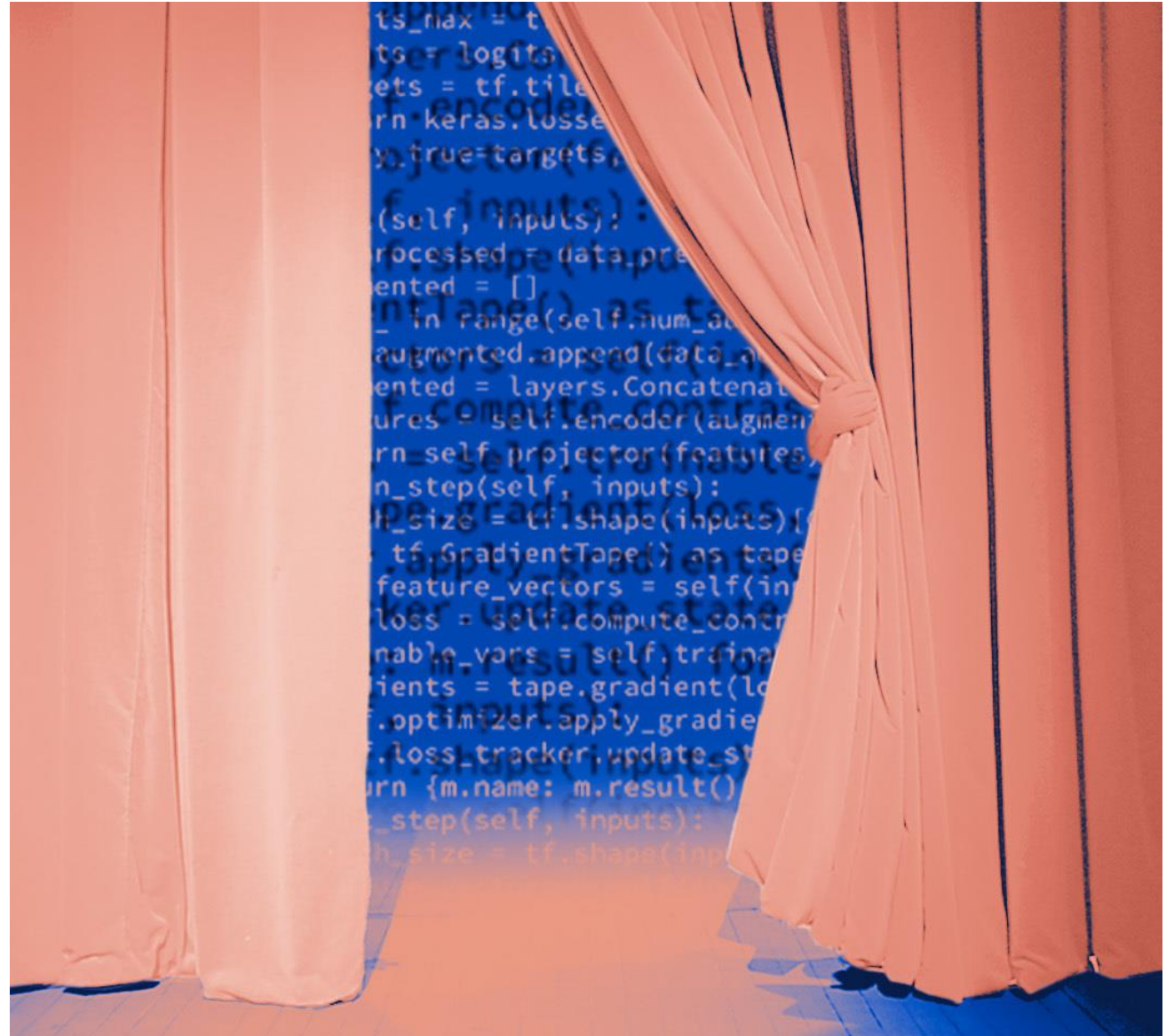
- Gen AI can be highly biased and generate stereotypical outputs
- Club this with attribution and copyright
- **Toxicity, bias and hurtfulness**





# The urgent need for Responsible AI

- Limited governance
- Unclear copyright and legal liabilities:
- Consumer trust
- Safety concerns







**Intelligence without responsibility  
is inauthentic; true progress  
needs **AI with responsibility.****

# AI Drones: Guardians of Health or Privacy Invaders?

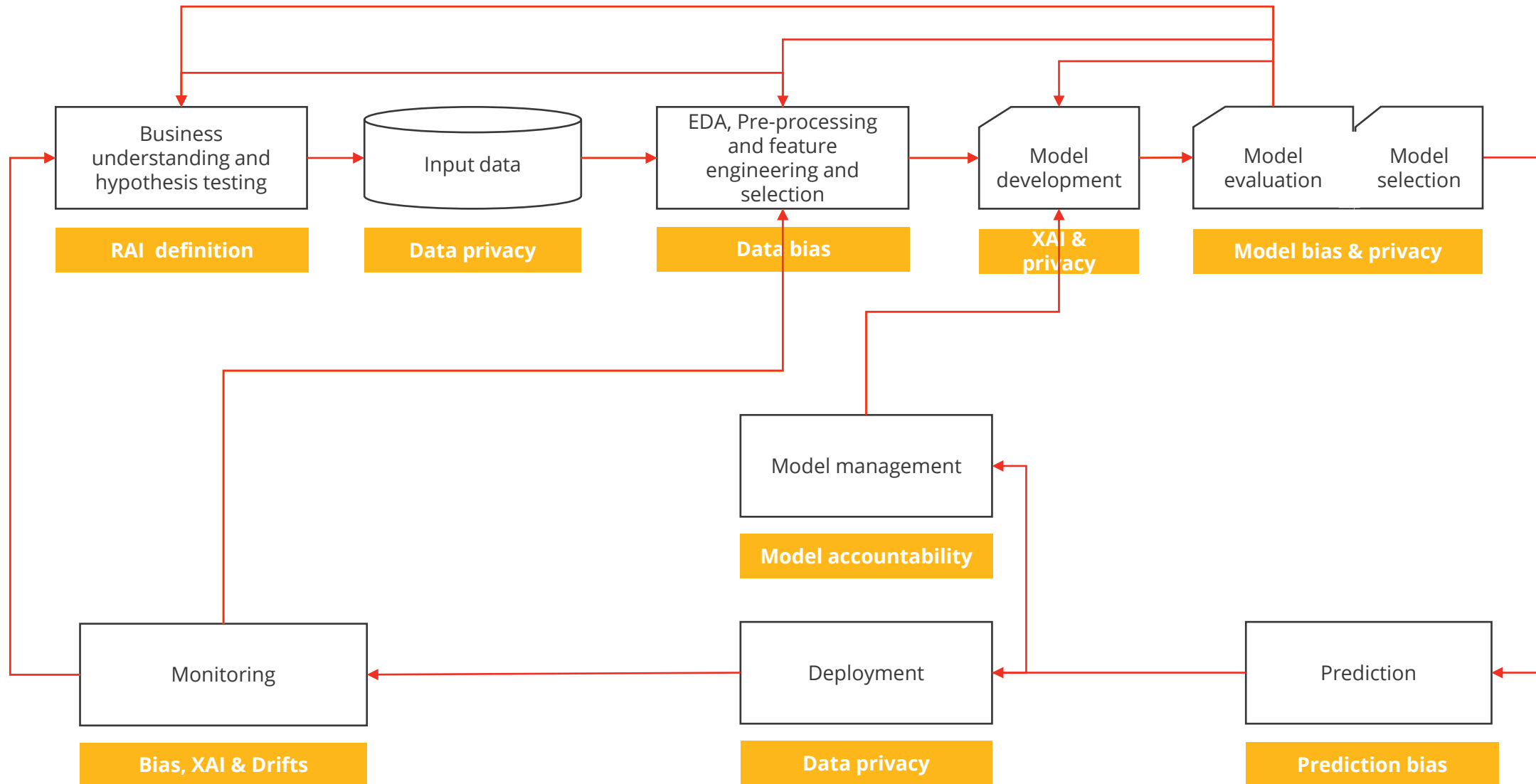
- **Privacy Concern:** Individuals' privacy in public spaces
- **Data Security:** Unauthorized access to collected data
- **Model Transparency:** Opacity in AI algorithms
- **Accountability:** Unclear responsibility for drone actions



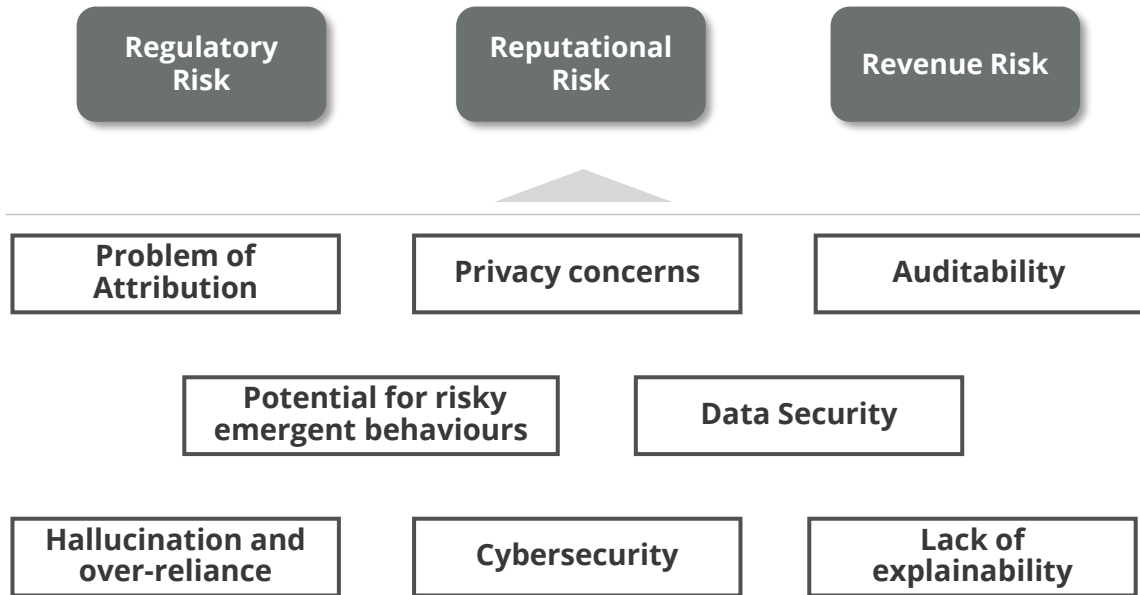
Source: [the Wire](#)

# Data science lifecycle

with Responsible AI



# What does it mean for your enterprise



Rising Risks across the board





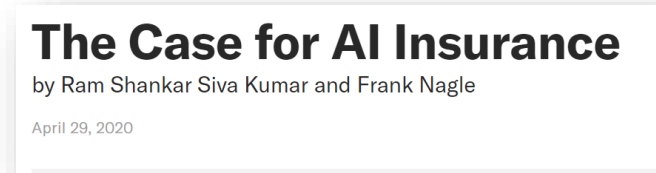
# How is the world responding to GenAI ?

As GenAI is disrupting many industries, regulation, policy and businesses are quickly responding to the challenges posed, but not quite fast enough

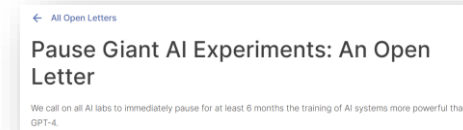
## Increasing Governance and Regulation



## Newer Business models



## Organizational response



# Begin the conversation:

## Proactively manage risks with Responsible AI practices

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**Enact Responsible Gen AI practices:** Proactively prepare for the adoption and implementation of Gen AI, mitigating risks and maximizing benefits

**Prioritize Data Privacy and Security:** Develop robust data privacy policies and ensure compliance with relevant regulations

**Conduct thorough risk assessments and review practices regularly:** Evaluate the potential risks associated with AI implementation, including biases, unintended consequences, and potential societal impacts.



Source: [NASSCOM Guidelines](#)

# Thank You.



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