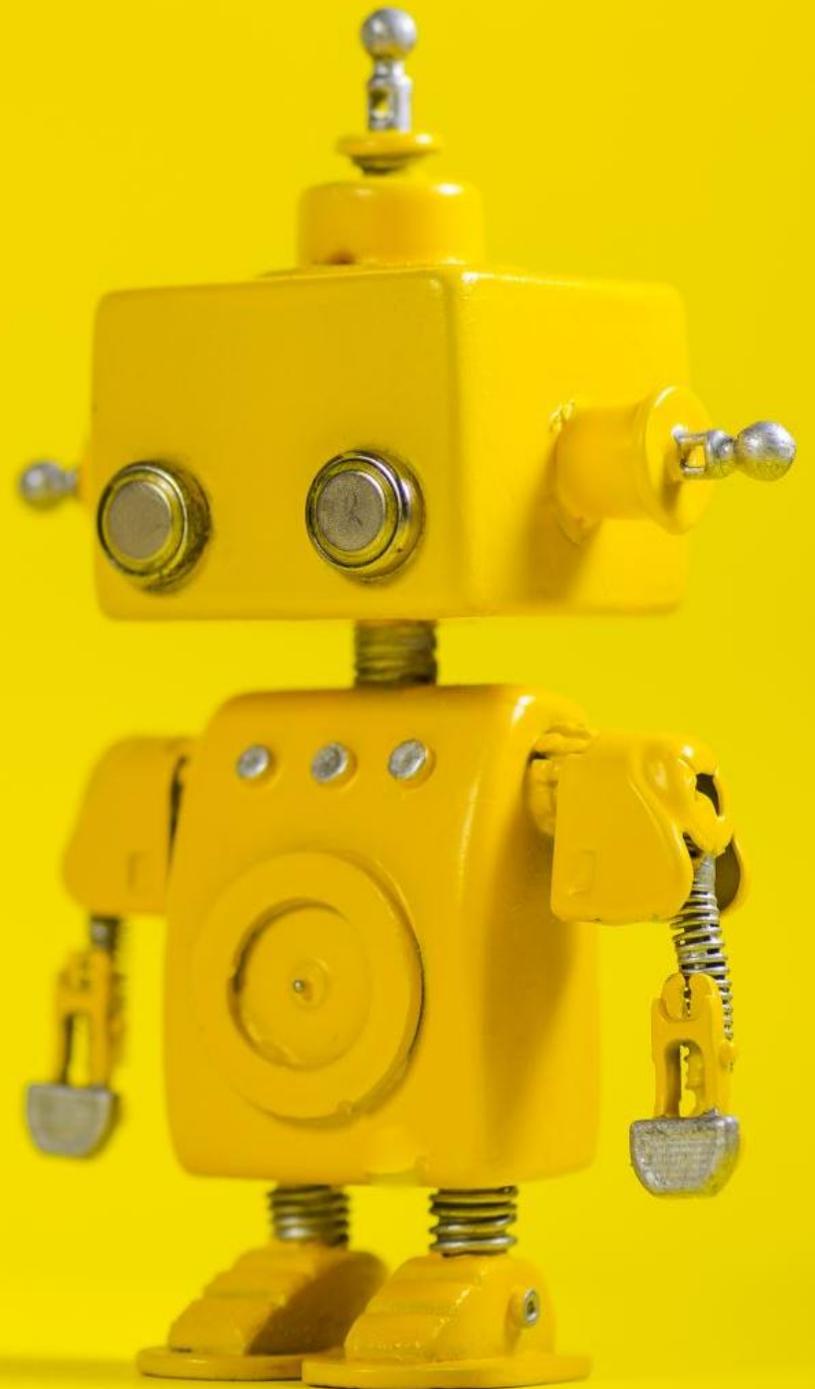

DATA ETHICS

ETHICS AND ARTIFICIAL INTELLIGENCE

ETHICS IN A.I.

The explosion in the use of “**Artificial Intelligence**” has required the creation of GoC guidance on the responsible use of A.I.

The GoC policy also includes the *Directive of Automated Decision-Making* and the *Guide on the use of generative A.I.*



CASE STUDY: HIRING

Your company is always looking for the most talented people, especially for technical positions.

Corporate policy **supports** diversity and inclusion.

The hiring process is time-consuming, and you are concerned about **personal biases** of panel members influencing the decisions.

With the help of an outstanding A.I. team, you **automate** this process.

The A.I.-assisted processes finds talented people, who fit into the organizational culture, and who like their jobs (low turnover).

CASE STUDY: AMAZON HIRING A.I.

But... more likely to get hired if your name was **Jared** and you played **lacrosse**.

A.I. was behaving in a **biased manner**, not recommending women be hired.

Amazon was not confident they could **remove the bias** or identify biased behaviours in the future, so they project was **scrapped**.



A.I. ETHICS GUIDING PRINCIPLES

Uses:

- privacy and security
- transparency
- accountability
- methodology and data quality
- model fairness
- model explainability
- indigenous data sovereignty



DATA ETHICS

ETHICS AND ARTIFICIAL INTELLIGENCE