



Democratizing the AI

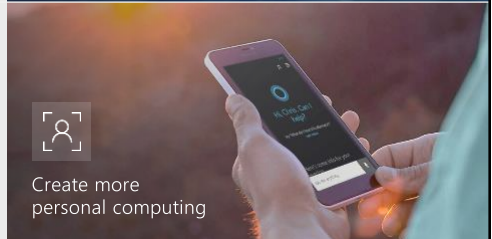
OECD "Technology Foresight Forum
Artificial Intelligence – Economic and
Social Implications"

Cornelia Kutterer
Director, EU Government Affairs
and Digital Policy, Microsoft



Empower
every person and
every organization
on the planet
to achieve more

Sergey N.

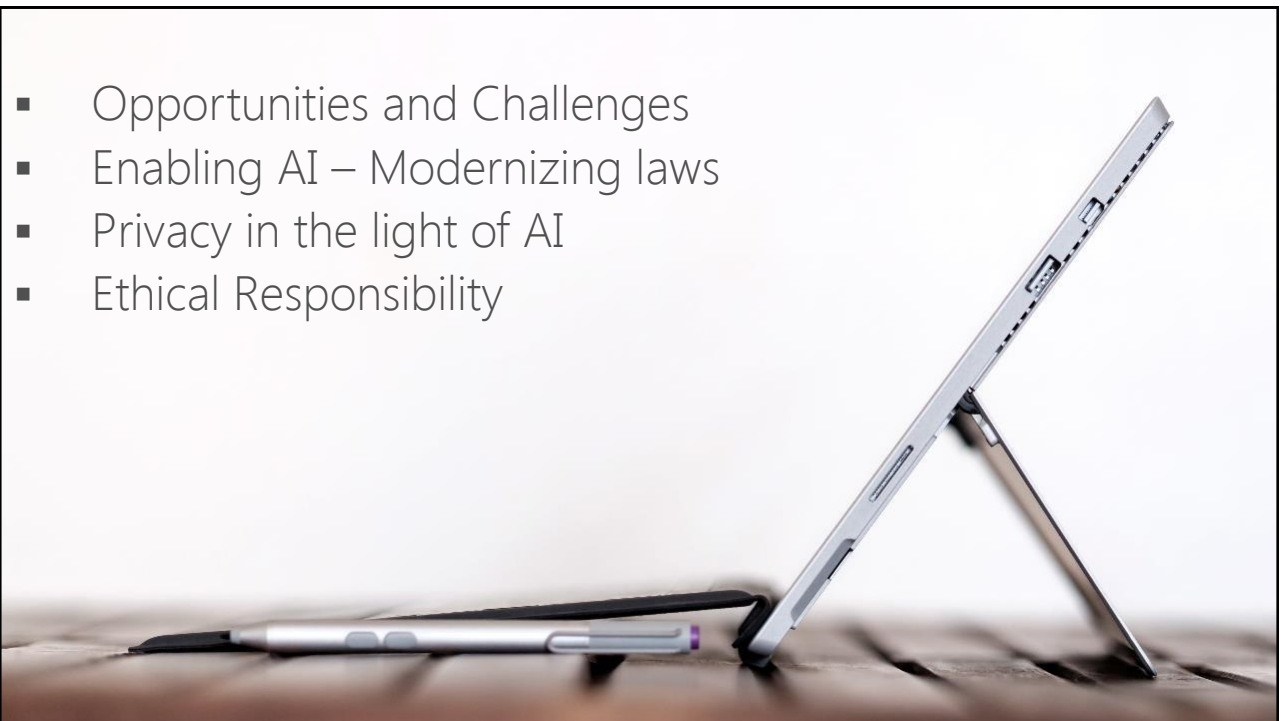


A Cloud for **Global Good**

Trusted • Responsible • Inclusive

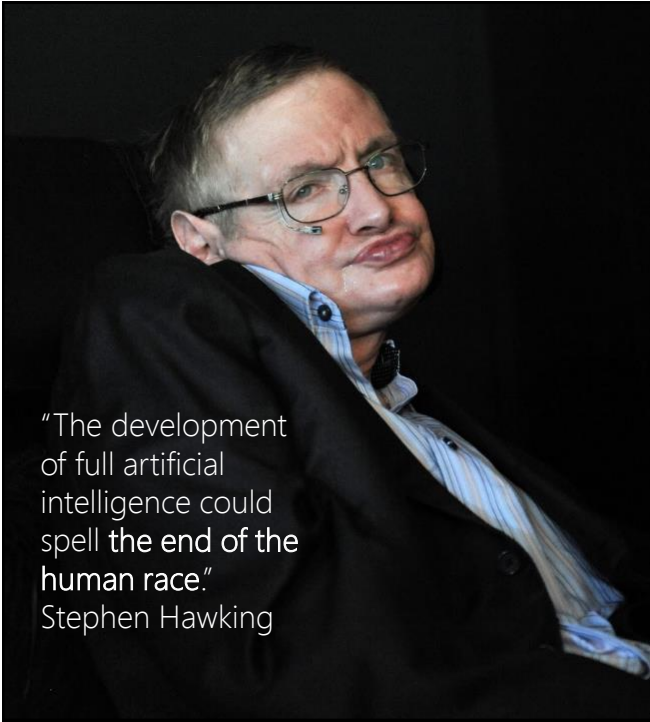


- Opportunities and Challenges
- Enabling AI – Modernizing laws
- Privacy in the light of AI
- Ethical Responsibility



Challenges

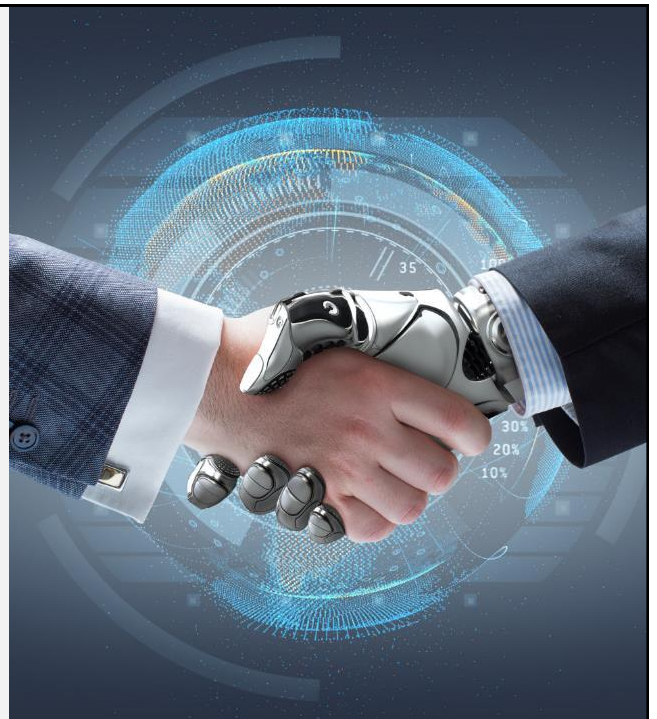
- Societal change/Employment
- Access to data
- Ethical concerns

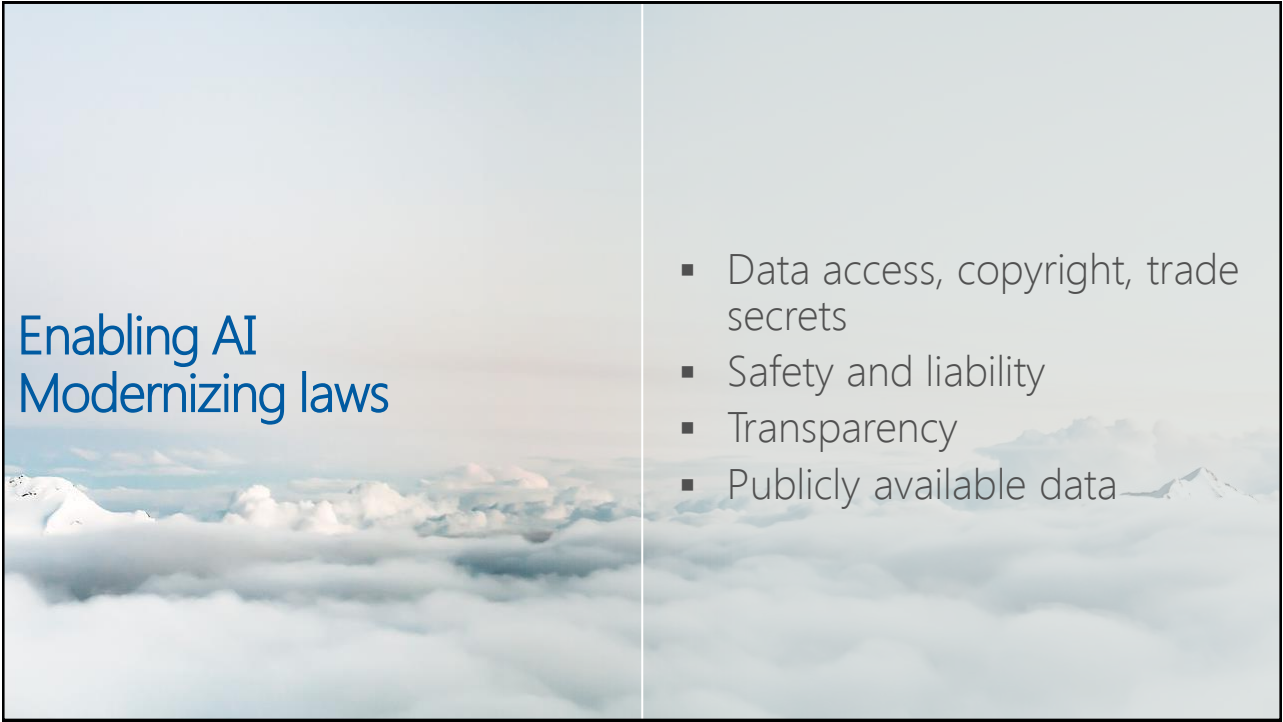
A portrait of Stephen Hawking, wearing glasses and a dark jacket over a light-colored shirt, looking slightly to the right.

“The development of full artificial intelligence could spell the end of the human race.”
Stephen Hawking

Opportunities

- Augment human capabilities
- Improve society
- Enable vast amounts of data
- AI affordable to all
- Global economic benefits





Enabling AI Modernizing laws

- Data access, copyright, trade secrets
- Safety and liability
- Transparency
- Publicly available data

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- Unlimited innovation
 - Repurposing data
 - AI's predictive power

Privacy Practices

Ethical Practices

- Transparency
- Non-Discrimination
- Multi-stakeholder collaboration
- Industry standards
- Cloud-powered AI

Data Ethics Principles for Humanistic Approach to AI

Satya Nadella on "The Partnership of the Future"

AI should

1. Be designed to assist humanity
2. Be transparent
3. Maximize efficiencies without destroying the dignity of people
4. Be designed for privacy
5. Have algorithmic accountability so that humans can undo unintended harm
6. Guard against bias

Considerations for everyone who are developing, deploying, and using AI

1. Empathy
2. Education (knowledge *and* skills)
3. Creativity
4. Judgment and accountability





Ethical Best Practices

- AI Partnership - Amazon, Facebook, Google, IBM, and Microsoft
- Ethics of Medical data analytics - Oxford Internet Institute, Alan Turing Institute and Microsoft
- IEEE – Advancing technology for the benefit of humanity

