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
Opportunities and Challenges
Enabling AI – Modernizing laws
Privacy in the light of AI
Ethical Responsibility
"The development of full artificial intelligence could spell the end of the human race."
Stephen Hawking

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

**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

Privacy Practices

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