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Infographic

Principles of Responsible AI: Adopting Ethical Frameworks

To successfully guide artificial intelligence (AI) development and deployment, ethical frameworks are essential. Explore the principles of responsible AI to lay a solid foundation for building AI practices that are sustainable, compliant and meet societal expectations.

Fairness

Embed ethical considerations within AI systems to provide equitable outcomes for all users, regardless of their background or demographic, and ensure fair treatment across all groups.

Bias Mitigation

Make it a priority to detect and reduce or eliminate biases in AI systems that can lead to unfair treatment of individuals or groups.

Transparency

Offer clear disclosure about the AI's decision-making processes and capabilities. Additionally, discover and catalog the most relevant data and metadata to ensure significance, value and security.

Explainability

Enhance the explainability and transparency of AI techniques to strengthen trust and support human oversight. This is particularly important because AI systems can detail the processes and factors used in making decisions.

Privacy

Store personal information securely and affirm data is only used in ways to which people have agreed — this includes detecting data misuse, protecting sensitive data and demonstrating that appropriate controls are maintained.

Data Protection

Address the legal and secure handling of data. Focus on compliance to protect data from unauthorized access and breaches and guarantee policies are documented and enforced to comply with privacy laws and regulations.

Accountability

Hold developers, operators and deployers of AI systems responsible for the consequences of their operations, regardless of AI's autonomous capabilities. By defining and assigning ownership of policies, you enforce accountability.

Governance

Establish the frameworks, policies and standards to manage AI development and deployment responsibly, with an emphasis on compliance with ethical and legal standards. Data needs to be processed, trustworthy and democratized.

Safety

Outline safety protocols and perform tests to confirm that AI systems are resilient against data corruption, unauthorized access and other vulnerabilities that could impair their functionality or compromise data integrity.

Security

Protect AI systems from malicious attacks and improve their reliability and resilience against attempts to tamper with or manipulate their operations. For added protection, align security controls with governance policies.

Societal Impact

Understand and manage the wide-ranging impacts of AI technology on society, including ethical standards, societal benefits and the prevention of potential negative effects on social structures.

Adopt these principles to create robust data governance strategies and responsible AI outcomes.

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Source: **Informatica, Chart the Course for Responsible AI Governance, 2024**

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