



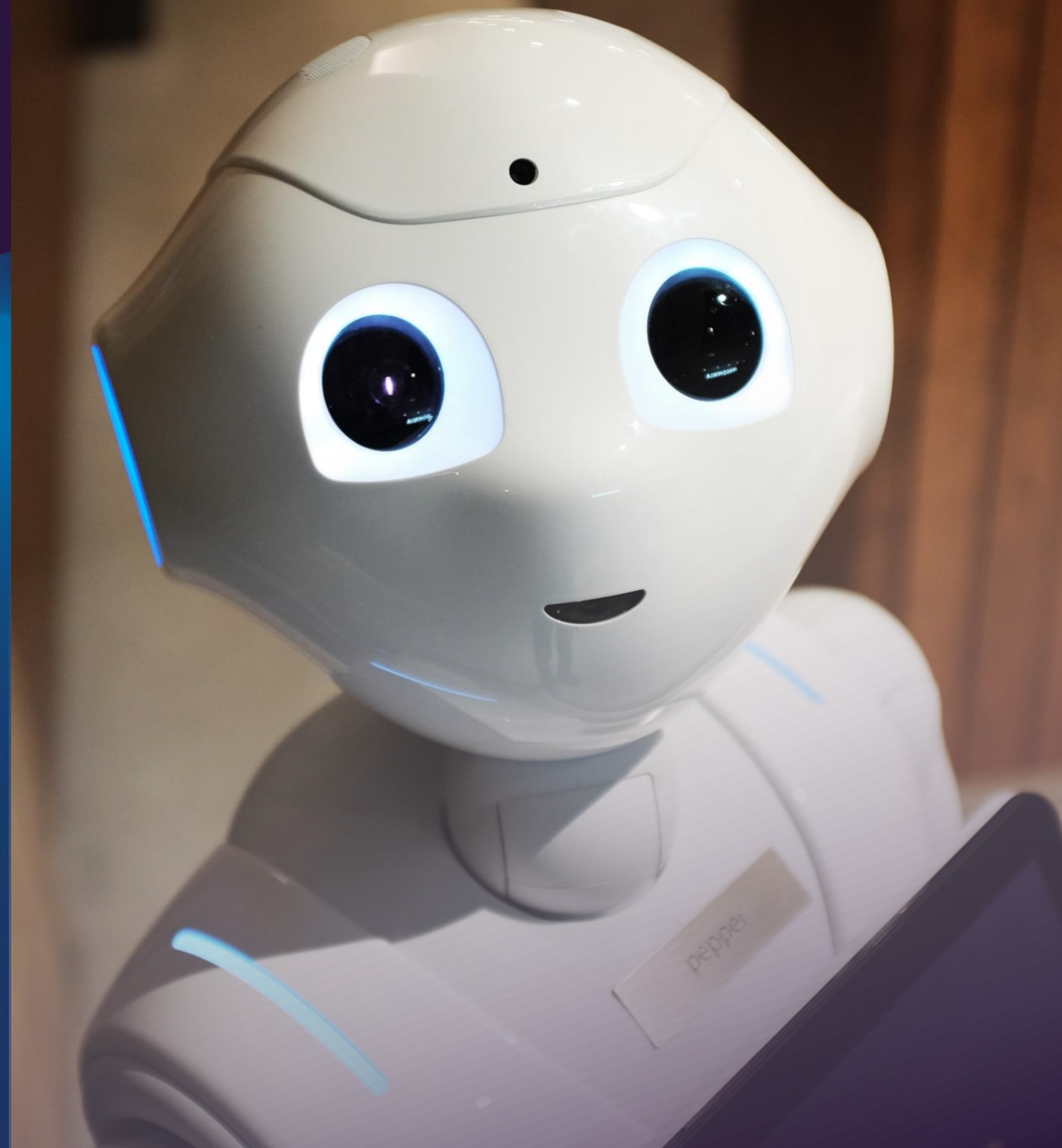
KI UND ETHIK – KEIN WIDERSPRUCH!?

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86%

**of organizations have
encountered ethical issues
resulting from the use of AI**

Capgemini Research Institute,
2020



76%

**Of consumers want
regulations on the use of AI**

Capgemini Research Institute,
2020





61%

Of consumers would share their positive experiences of your services if they perceived AI-enabled interactions to be ethical

Capgemini Research Institute, 2020



55%

Of consumers would purchase more from your company if they perceived AI-enabled interactions to be ethical

Capgemini Research Institute, 2020



Why you to bother about Ethics now?



Be one step ahead

Be ahead of new **European regulations** and anticipate **market developments** correctly!



Proactively manage risks

The use of AI brings new opportunities and risks for companies.



Alignment with workers council

Being in line with workers council will accelerate your AI ambition rather than blocking it.



HR as partner

HR must be the Partner of Business and IT in AI-related Projects



Grasp Business Benefits

Cost & Efficiency

- Understand and use AI optimally
- Optimize AI workflows ("Human-in-the-loop")

Sustainability & Compliance

- Anticipate upcoming regulatory developments
- Avoid internal and external data risks

Customer advantages

- Enhance customer satisfaction through ethical AI awareness and clear branding

Spectrum of ethical considerations relevant for Artificial Intelligence implementations



Implementing AI raises ethical considerations for organizations and society

• Privacy protection and cyber security

- Increasing **data availability** creates **exposure** to **cyber attacks**
- **Malicious application** of AI
- **AI powered** cyber attacks

• Machine discrimination and manipulation

- AI decisions should not act **discriminating** against sex or race
- **Manipulation** of humans without consent



Responsibility and accountability

- **Assigning responsibilities** for machines actions to stakeholders
- Being **accountable** for AI based decisions (adhere to **moral values** and **social norms**)

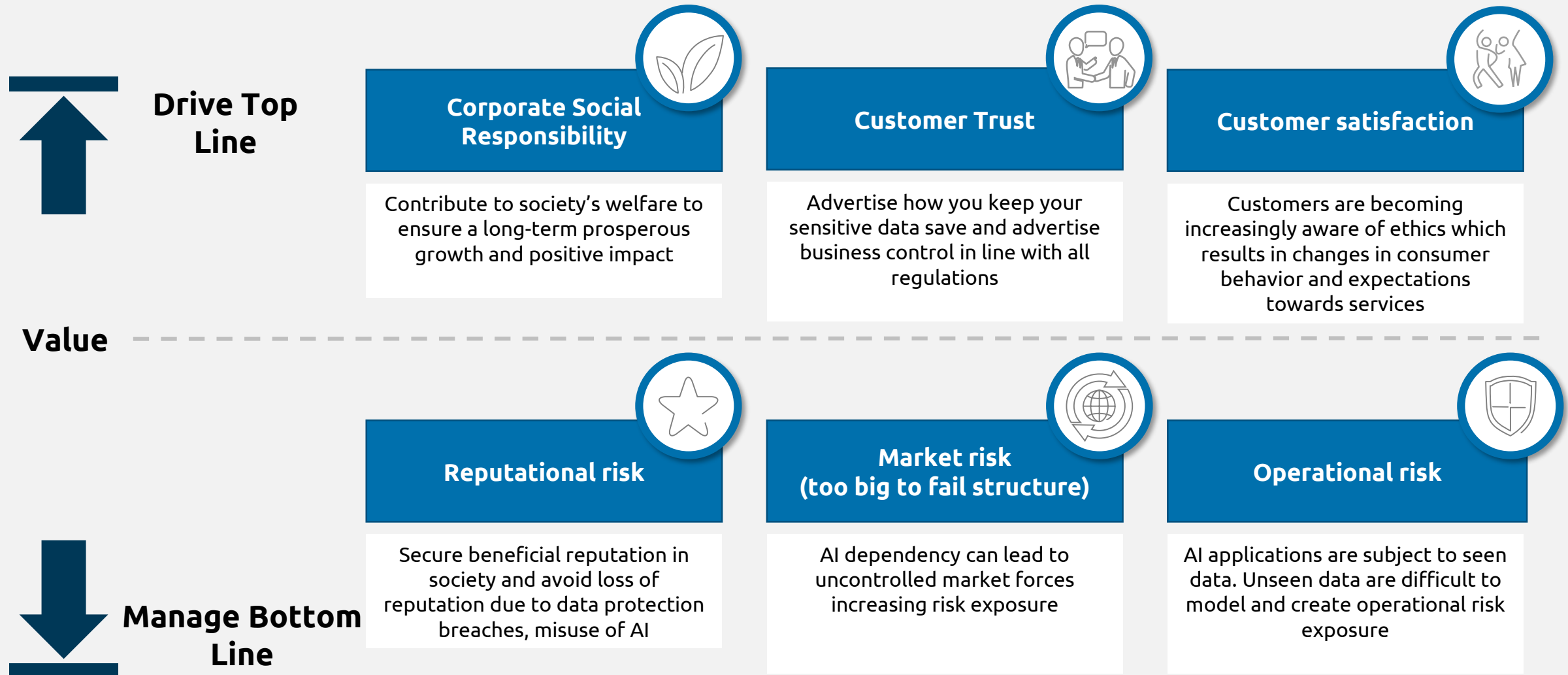
AI monopolies and market

- AI development is driven by **oligopoly** of organizations
- **Shift of power** to the owner of largest data / knowledge
- Too big to fail architecture with **societal risk**

Impact on ethical awareness and responsibility for workforce

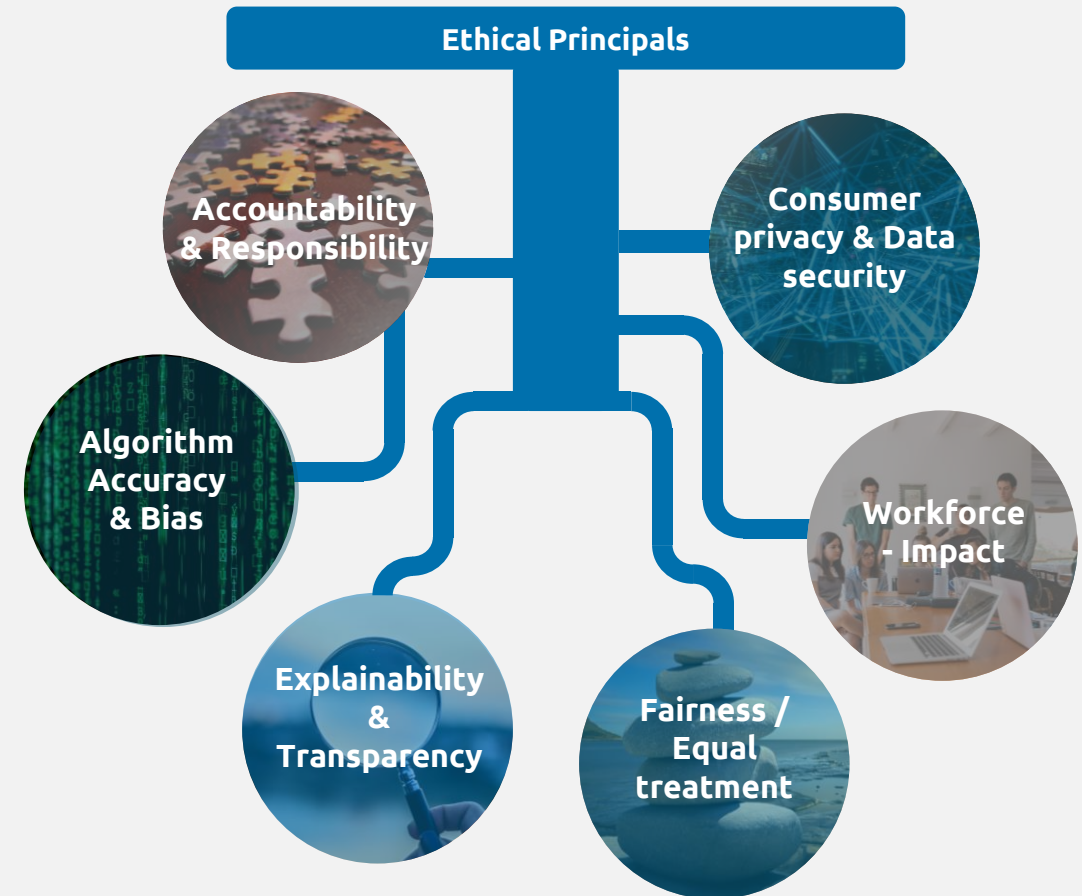
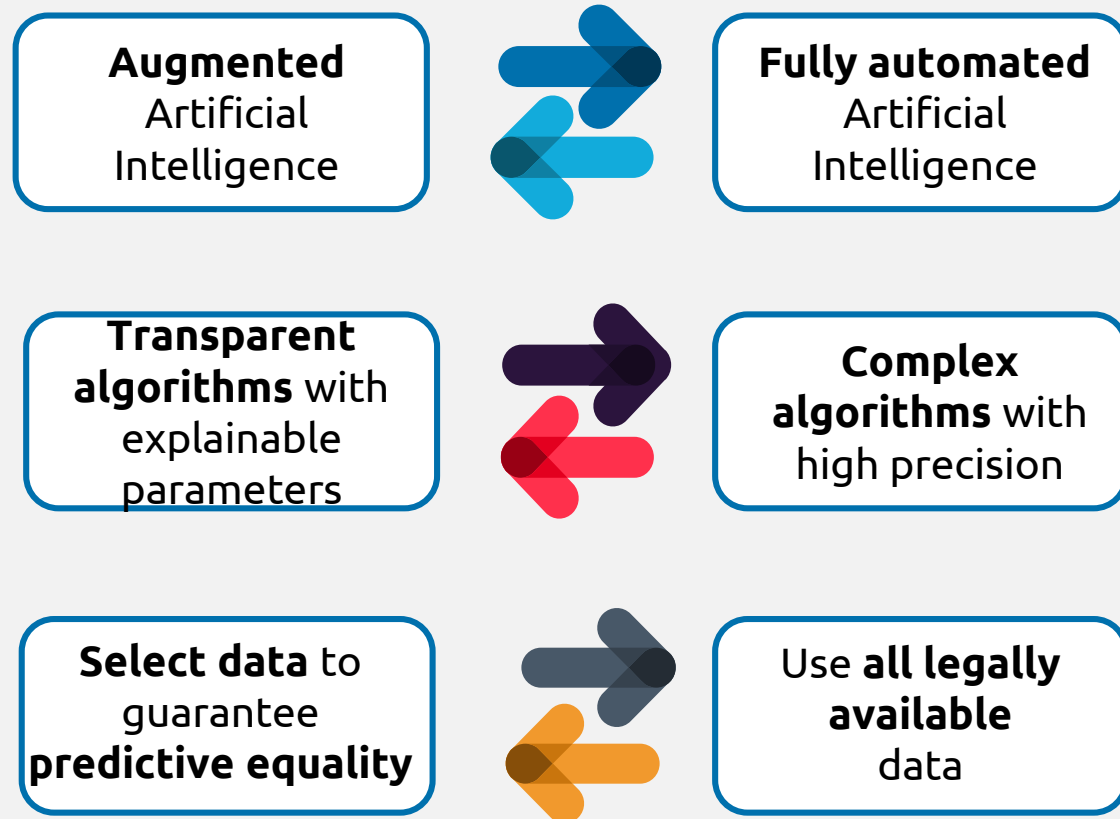
- AI augmented actions tend to reduce **employee's ethical awareness**
- **Workforce substitution** by AI

Ethical principles for AI are relevant for organizations as they impact top and bottom line



What principles can organizations follow to conform to ethical standards for AI

Key Questions to be answered when implementing AI solutions:



Assess your Data and AI solutions along our six ethical checkpoints

Capgemini Ethical AI checkpoints



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Human agency & Oversight

Empower humans to make informed decisions through AI oversight and established control mechanisms to intervene into algorithm execution at any time

Technical Robustness and safety

Build resilient and secure AI systems that guarantee accurate, reliable and reproducible algorithms

Privacy and data governance

Establish adequate data governance, taking into account quality, integrity and legal access rights of data



Transparency & Accountability

AI systems must be transparent - responsibility and accountability must be assigned to specific employees to ensure liability

Non-discrimination and fairness

AI systems need to account for Non-discrimination and fairness and unfair bias must be avoided

Ethical governance & Societal wellbeing

Rules of AI are bound to corporate governance, ethical standards and contribute to societal wellbeing



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