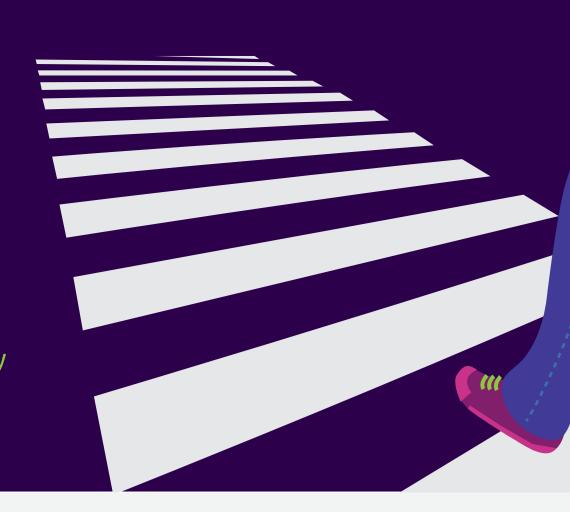
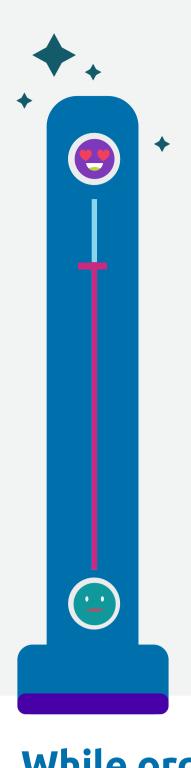


Al and the **Ethical** Conundrum

How organizations can build ethically robust AI systems and gain trust





increasingly comfortable with AI but have high expectations • 49% of customers found AI interactions to be

Customers are becoming

- trustworthy in 2020 compared to 30% in 2018 • 71% of customers want a clear explanation of result generated from AI systems
- 66% of customers expect AI models to be "fair and free of prejudice and bias against me or
- any other person or group" • 67% expect organizations to take ownership of their AI algorithms when they go wrong
- While organizations are more ethically aware, progress in ethical AI has been patchy Organizations are now more aware of ethical issues as

compared to last year

69% executives are aware of 78% of transparency in AI engagements today, compared to 36% in 2019 executives are aware

of explainability in Al systems today, compared to only 32% in 2019

65% executives are aware of the issue of discriminatory bias with AI systems as opposed to 35% in 2019



Knowledge and

Governance

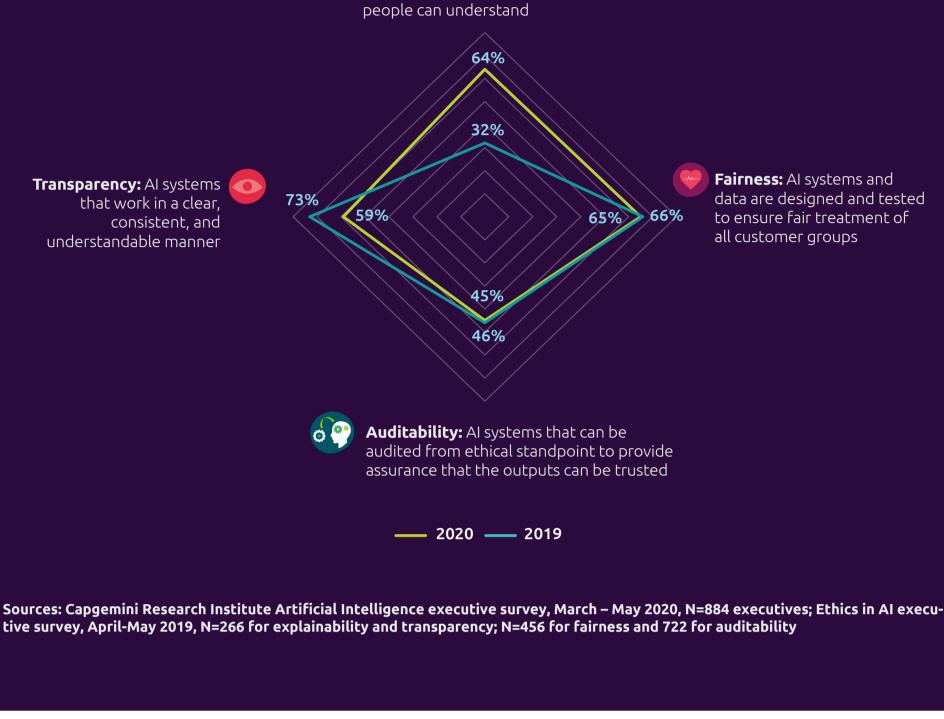
62%

explain how it works in a language people can understand

However, barring 'explainability', most other dimensions of

ethics are underpowered or failing to evolve

Explainability: All systems that can



organizations hinders the path to Ethical AI Significant differences exist in the understanding of ethical

issues between AI developers and AI users

% of executives agreeing with following statements

Lack of development of internal practices within

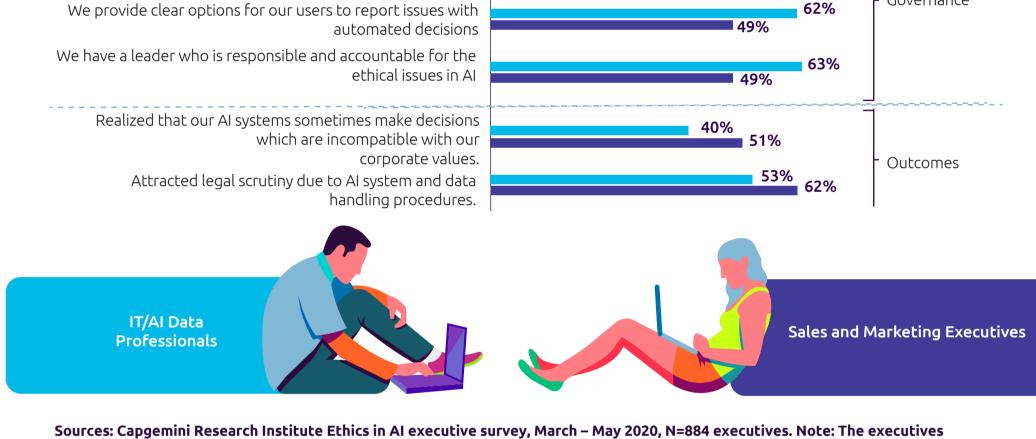
produce the output that they do We focus on 'decision-making process' not the 'decision Design and outcome' to evaluate the performance of AI implementation We have dedicated team to monitor AI use and 58% implementation from ethics perspective

We have detailed knowledge of how and why our systems

We have a confidential hotline/ombudsman to raise ethical

issues in our AI systems

surveyed are highly aware of how AI is used by their companies in different customer interactions.



Leadership, Accountability and customers empowerment are

other key areas of improvement for organizations

only **53%** of Organizations have a leader who is

to enable customers/employees to raise ethical issues

Only half said they had a confidential hotline/ombudsman

responsible for ethics of AI systems

Customers empowerment metrics have remained approximately the same as 2019 e.g., share of organisations allowing customers to delete, modify and access their information reduced from 70% to 60% in 2020

with AI systems

This patchy response means organizations risk losing customers' trust Organizations are increasingly experiencing

59%

22%

their AI systems and data handling procedures in the last two to three years 1 in 5 executives say that they have faced a customer backlash as a result of their AI systems operations(in

Executives say that they have experienced legal scrutiny of

public scrutiny due to lack of ethical AI

France, this climbs to close to a third, 31%)

A negative AI experience comes at a high customer cost

for the organization

Customers' reactions in case of negative experience with AI systems from organizations

Controllable AI with clear accountability

• Ensure human oversight of AI systems

• Humanize the AI experience

39%

I move from the AI-enabled Told my friends and family I raised concers with the channel to the human of the issue and urged them company and demanded an channel while interacting not to interact with the explanation or resolution with the organization AI/company that provides it How can organizations move to ethically robust Al systems? A framework to build and use ethically robust AI systems

AI with carefully delimited impact 0 Al respectful of privacy and data protection • Clearly outline the intended purpose of AI Protect indivitual privacy by empowering systems and assess the overall potential them and putting them in charge of impact, notably on indivituals, Al interaction before adoption

Robust and safe Al Responsible AI • Ensure technological robustness of AI from • Proactively deploy AI for the benefit of safety, security, and accuracy standpoint society and environment



Transparent and Explainable AI



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Fair Al

Al systems

• Embed diversity and inclusion principles

proactively throughout the lifecycle of