



# Doing the Right Thing with Data and AI

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Santa is in  
breach of GDPR\*



\*General Data Protection Regulation



Do you like cookies?

Well ...

WEB POLICY TECH

# The EU is trying to fix its abysmal cookie consent policy

*The pain of cookie consent mechanisms is an international problem*

By James Vincent | May 7, 2020, 6:00am EDT

f t SHARE

VERGE DEALS

We use cookies and other tracking technologies to improve your browsing experience on our site, show personalized content and targeted ads, analyze site traffic, and understand where our audiences come from. To learn more or opt-out, read our [Cookie Policy](#). Please also read our [Privacy Notice](#) and [Terms of Use](#), which became effective December 20, 2019.

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**I Accept**

<https://www.theverge.com/2020/5/7/21250300/eu-cookie-consent-policy-updated-guidelines-cookie-wall>





Who watches you gift shopping?

Buy Bears!



Other customers also bought





# Are you trapped in your own bubble?

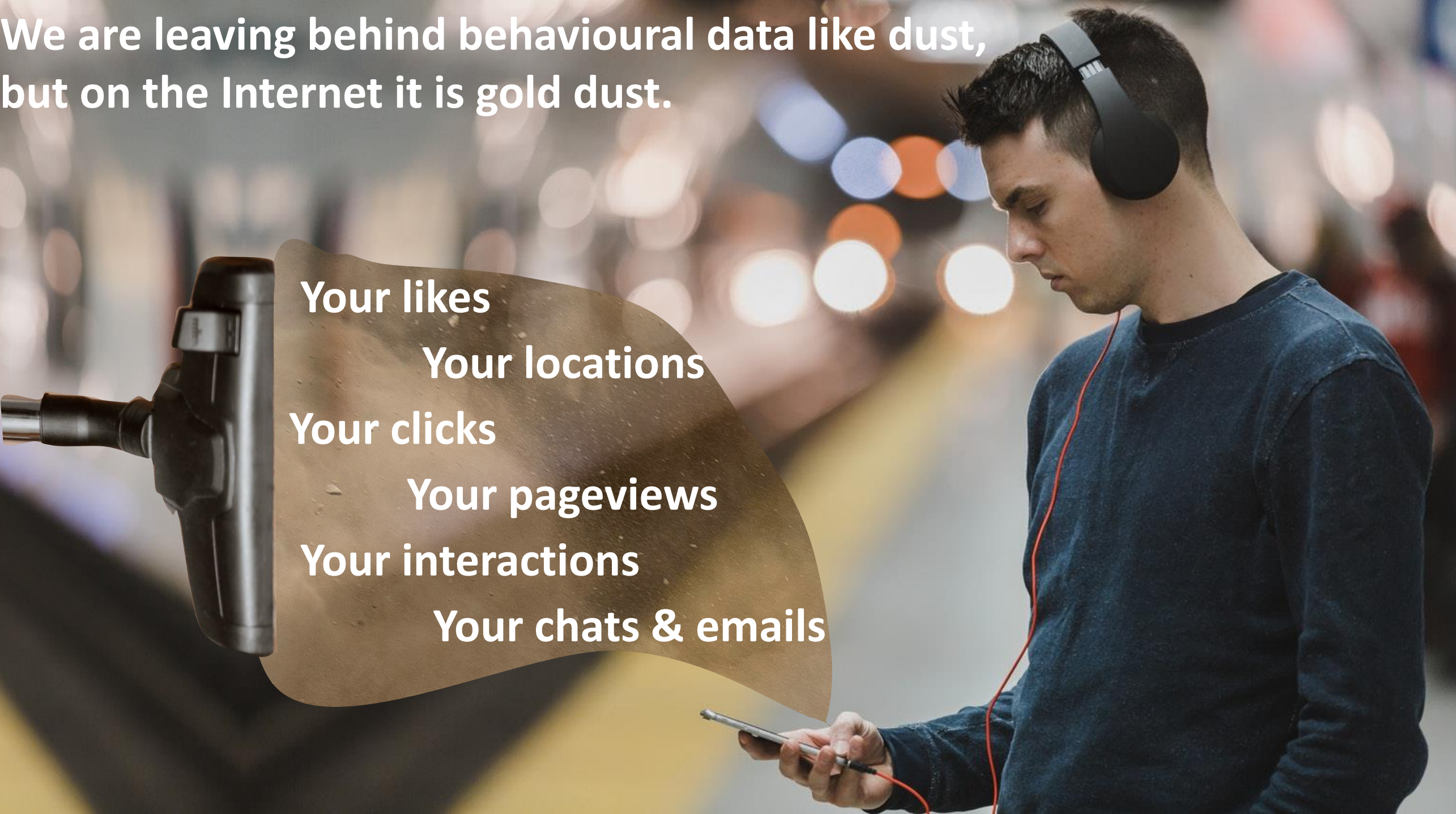
Do you always see the same type of content on social media, YouTube, Netflix etc?



Do your search results on Google look different to the results your friends see for the same search?

Have you stopped seeing updates from some of your friends?

**We are leaving behind behavioural data like dust,  
but on the Internet it is gold dust.**

A young man in a dark blue sweater and black headphones is looking down at his smartphone. To his left, a vacuum cleaner nozzle is positioned to suck up a list of digital activities. The background is a blurred city street at night with bokeh lights.

**Your likes**  
**Your locations**  
**Your clicks**  
**Your pageviews**  
**Your interactions**  
**Your chats & emails**



# Behavioural data is the raw material for prediction engines

Monetisation happens through predicting which content is most likely to result in desired behaviour, e.g. clicking on an ad and leading to a purchase.

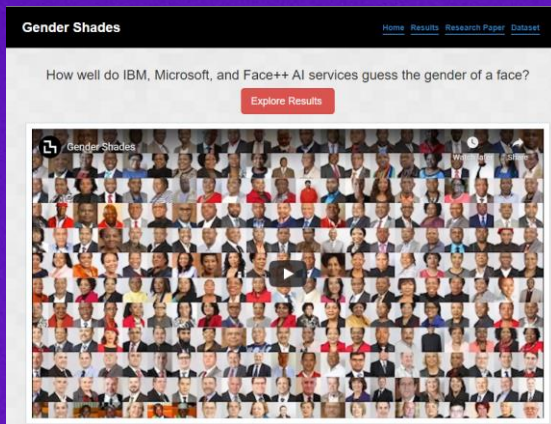
Features like auto-play and gamification are used to increase the duration of engagement with content.





# Ethical Issues with Artificial Intelligence

Racial and gender bias in facial image recognition



<http://gendershades.org/>

Transparency:  
am I talking to an AI?



<https://www.bbc.co.uk/news/technology-44081393>

Accountability: what if something goes wrong?



<https://www.bbc.co.uk/news/business-43459156>

Fairness: can I challenge automated decisions?





# Doing the right thing

## Data

- Only use with informed consent
- Only use for intended purpose
- Keep stored securely
- Keep only as long as required and allowed

**Find out: who uses your data?**

## AI

- No bias in data and decisions
- Let people know they are interacting with AI
- Understand how AI works and explain it
- Realise that AI makes mistakes and account for it

**Find out: what does AI really do?**



<https://aiforgood.itu.int/>



# AI for Good

Global Summit

*Accelerating the United Nations  
Sustainable Development Goals*

ALL YEAR  
ALWAYS **ONLINE**





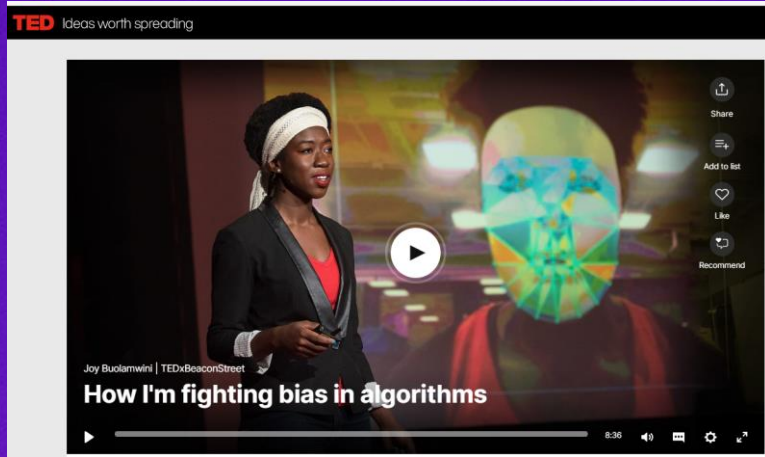
Get involved!





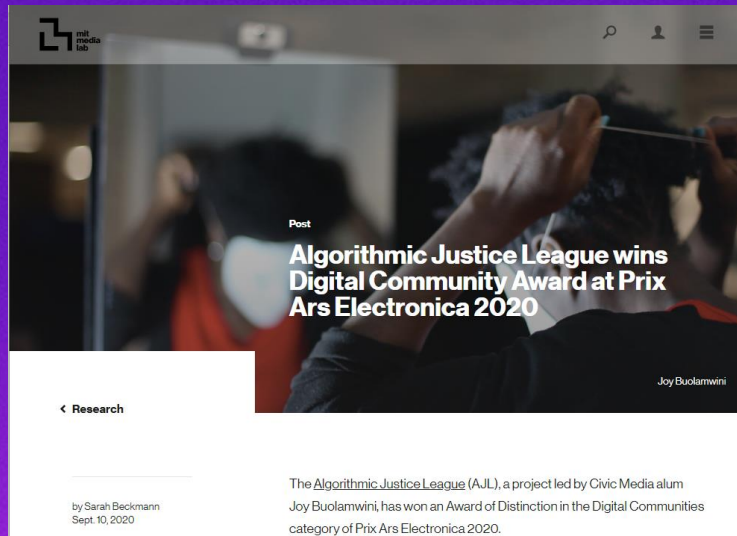
# Learn how it all works

[https://www.ted.com/talks/joy\\_buolamwini\\_how\\_i\\_m\\_fighting\\_bias\\_in\\_algorithms](https://www.ted.com/talks/joy_buolamwini_how_i_m_fighting_bias_in_algorithms)

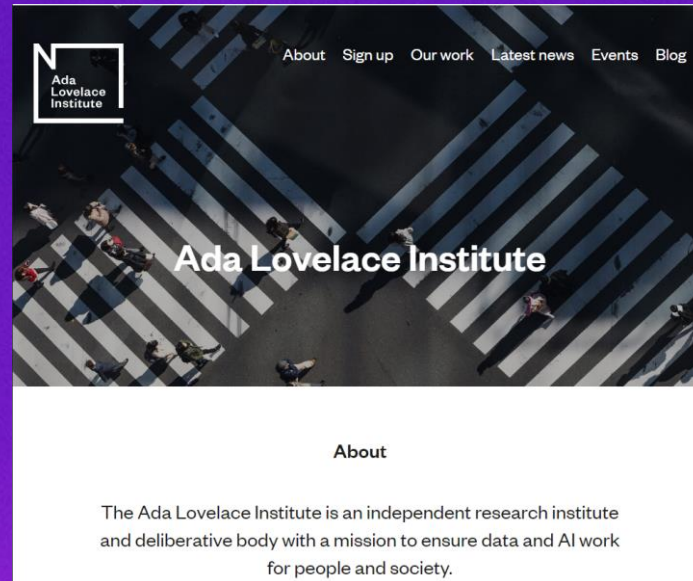


<https://howgdprstolechristmas.com/>

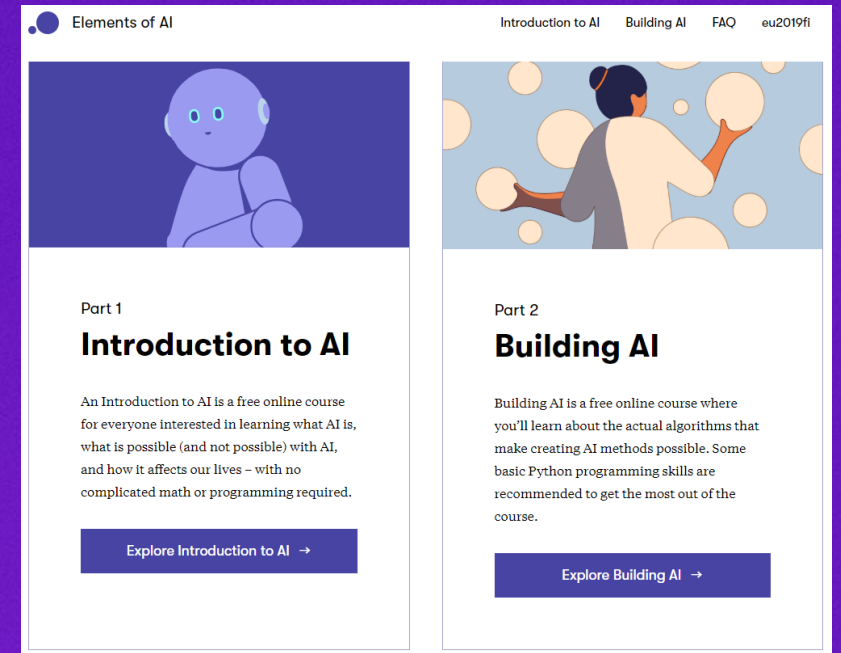
[https://www.ted.com/talks/kriti\\_sharma\\_how\\_to\\_keep\\_human\\_bias\\_out\\_of\\_ai](https://www.ted.com/talks/kriti_sharma_how_to_keep_human_bias_out_of_ai)



<https://www.media.mit.edu/posts/Algorithmic-Justice-League/>



<https://www.adalovelaceinstitute.org/>



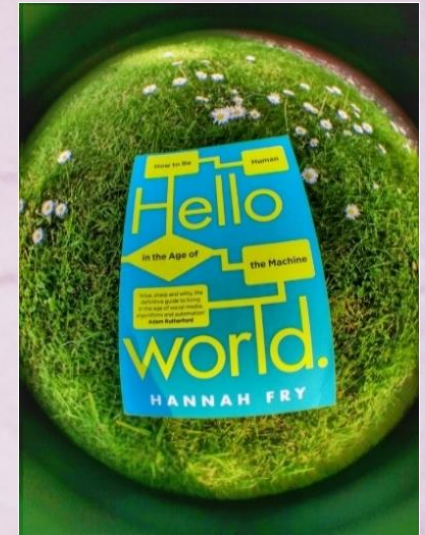
<https://www.elementsofai.com/>





# Recommendation for Your Holiday Reading List

Hello World by Hannah Fry



<http://www.hannahfry.co.uk/>



