

DATA ETHICS AND RESPONSIBLE INNOVATION



A drive to create. A duty to care.

Advances in AI have reshaped our businesses, societies and individual lives, and given us a deeper understanding of our planet and the cosmos. We've only just begun to see how it could unlock human potential. But without the right safeguards, it could also produce harm. That's why it's essential to create AI systems that are ethical, equitable and sustainable.

AI = Risk + Reward

There's no inherent goodness or malice in AI technology. Instead, there are only risks and rewards.

After all, AI is the simulation of human intelligence - and only what we make of it.

Understanding its potential and pitfalls will lead to better AI outcomes.

THE RISKS

Unintended harms can stretch far beyond an individual business. At a massive scale, we start to see societal effects.

- 1
- 2
- 3
- 4

- 1 Privacy violations.
- 2 Lack of transparency and traceability.
- 3 Spread of misinformation.
- 4 Risks to vulnerable populations.

THE REWARDS

At its best, AI has the potential to fundamentally improve how societies operate and humans live.

- 1
- 2
- 3
- 4

- 1 Greater work efficiency.
- 2 Less menial labor.
- 3 More equality and equity
- 4 Better human health and safety.

Breakdowns to Breakthroughs

If history has taught us anything, it's that the story of human progress is the story of innovation. Technology alone is never enough; we must use it responsibly. Too often this lesson arises following calamities or breakdowns of trust:

- Beverage industry endures Prohibition, then promotes responsible drinking.
- Mass bank insolvency leads to landmark regulations.
- Climate change precedes the transition to renewable resources.
- Medical impropriety increases widespread adoption of Hippocratic Oath.

The heart of AI is trust. As AI becomes more prevalent, it will affect nearly every aspect of society. Having trust that it will do no harm is paramount. A responsible AI innovation injects equity, transparency and fairness at every step -- from idea to development to deployment.

AI and the Analytics Lifecycle



Automates repetitive learning and discovery



Performs more, deeper analyses

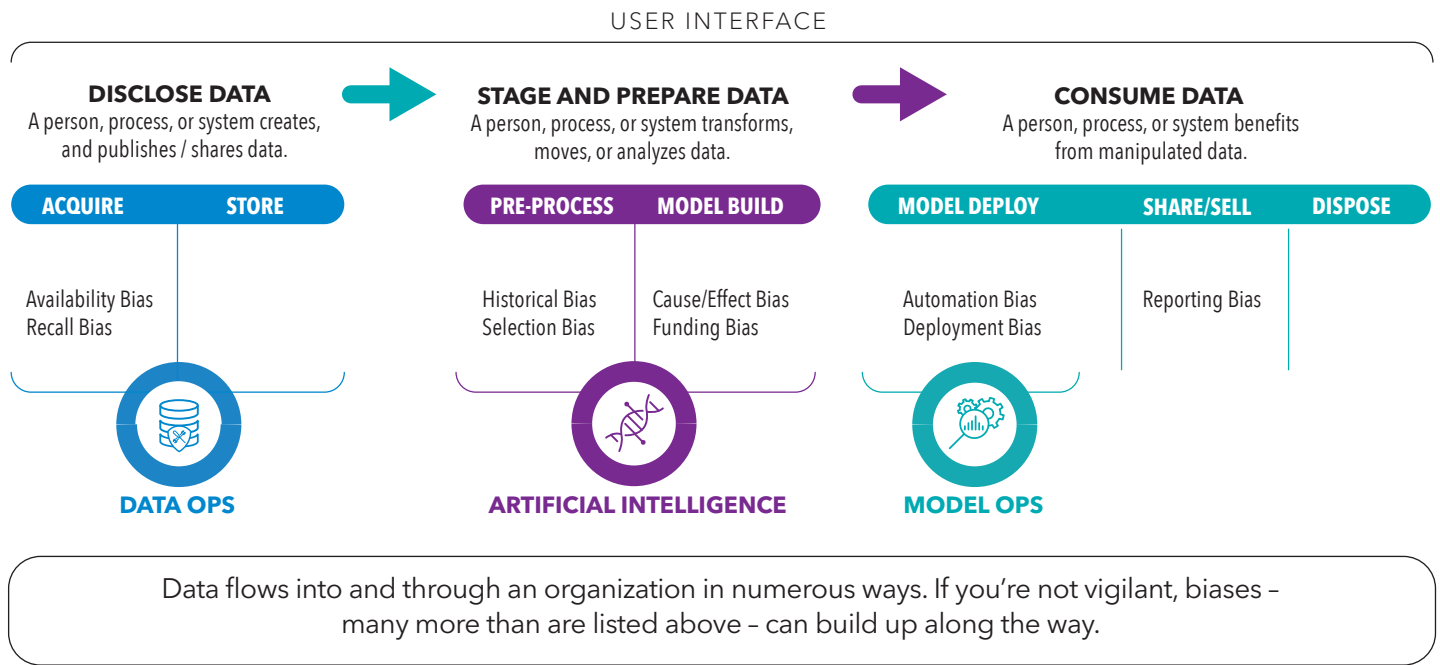


Adds more intelligence to existing products



Consistent Accuracy

Data Chain of Custody



Prepare for regulations. Enact principles now.

Regulators around the world are signaling and providing guidance. Organizations should establish AI principles now.

- The US National AI Initiative Act of 2020 accelerates AI research for economic prosperity and national security.
- The EU AI act seeks to protect rights by regulating AI according to risk categories.
- The Singapore Monetary authority created VERITAS for domain-specific AI regulations.
- Uruguay is mapping AI systems and developing a framework to report AI incidents.

The SAS Approach

“OUR VISION IS A WORLD WHERE DATA EMPOWERS PEOPLE TO THRIVE. WE PURSUE THAT VISION THROUGH TRUSTWORTHY AND RESPONSIBLE INNOVATION.”

REGGIE TOWNSEND *Director* SAS Data Ethics Practice

From development to deployment, SAS strives to infuse ethical principles in our people, our processes and our products. As a leading proponent of the “Data for Good” movement, SAS has championed new and creative ways to address global issues through the application and democratization of data.

Learn more about our principles and our approach:

www.sas.com/responsibleinnovation

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