

Artificial Intelligence: ethics and law

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Our take on **five principles** for implementing AI in an uncertain world.

Why are we worrying about AI principles now?

■ These technologies are already unlocking the power of the vast amounts of data generated every day.

■ "AI has moved out of the realms of science fiction and into our everyday lives... AI may well grow to become a pervasive technology which underpins our daily existence."
(House of Lords, April 2018)

■ AI has the potential to transform a whole range of industries. Some people are worried about potential impact on jobs, and human interactions in and out of the workplace.

1 Trustworthy: intelligible and fair

- Society has developed complex social and legal systems for putting trust in individuals and institutions to take decisions, explaining how or why the decision was taken, and providing remedies for negative outcomes.
- We will need to adapt and apply these systems to the use of AI, or find new ways of dealing with these issues. AI will not be fully adopted unless it is trusted.
- AI processing should be made intelligible to users and those affected in a way appropriate to the context, explaining how fair outcomes will be achieved.

2 Integrative and complementary

- Humans will need to continue to flourish alongside artificial intelligence.
- The benefits of AI would best be leveraged by combining human and artificial intelligence to form an effective system, each enhancing the qualities of the other.
- Businesses should consider the impact that implementing AI may have on its workforce, and the community in which it operates.

3 Supportive of human rights

- Artificial intelligence must support the rights of individuals, families, and communities.
- Technologies like AI could cause serious harm if misused, for example for cyber-crime or online trolling.
- With so much personal data readily available, businesses should consider how the technology can be used in the right way.

4 Entirely benign

- The power to hurt, destroy, or deceive human beings should never be vested in a machine.
- Human oversight will be required if there is a potential for harm, but what degree of autonomy should be given to an AI in these cases?
- Users should consider whether their use of AI could unintentionally be harmful or deceptive, and how to avoid this.

5 For the common good

- AI should work for the common good and the benefit of humanity.
- Providers of AI should find ways to share the benefits of AI, and to mitigate any risks to society and its structures.
- We should look at using AI not only for profit, but also to support socially important functions: e.g. justice, healthcare, and education.

That all sounds great, but what about the law?

■ Right now there is very little in the way of technology-specific law. The House of Lords has recommended that regulators consider whether sector-specific legislation is required and suggested a cross-sector ethical code.

■ Artificial intelligence relies on data, and so existing data privacy and data ownership laws are crucial.

■ Existing rules applicable to financial regulation, consumer protection, employment, and professional ethics may be engaged.

Speak to us to find out more



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