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Beyond Compliance: Privacy, Artificial Intelligence, and the Ethical Implications for Businesses

Brittan Heller and Chris Hart

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Chris Hart

Partner, Co-Chair, Privacy & Data Security Practice

Foley Hoag LLP

617.832.1232

chart@foleyhoag.com



Brittan Heller

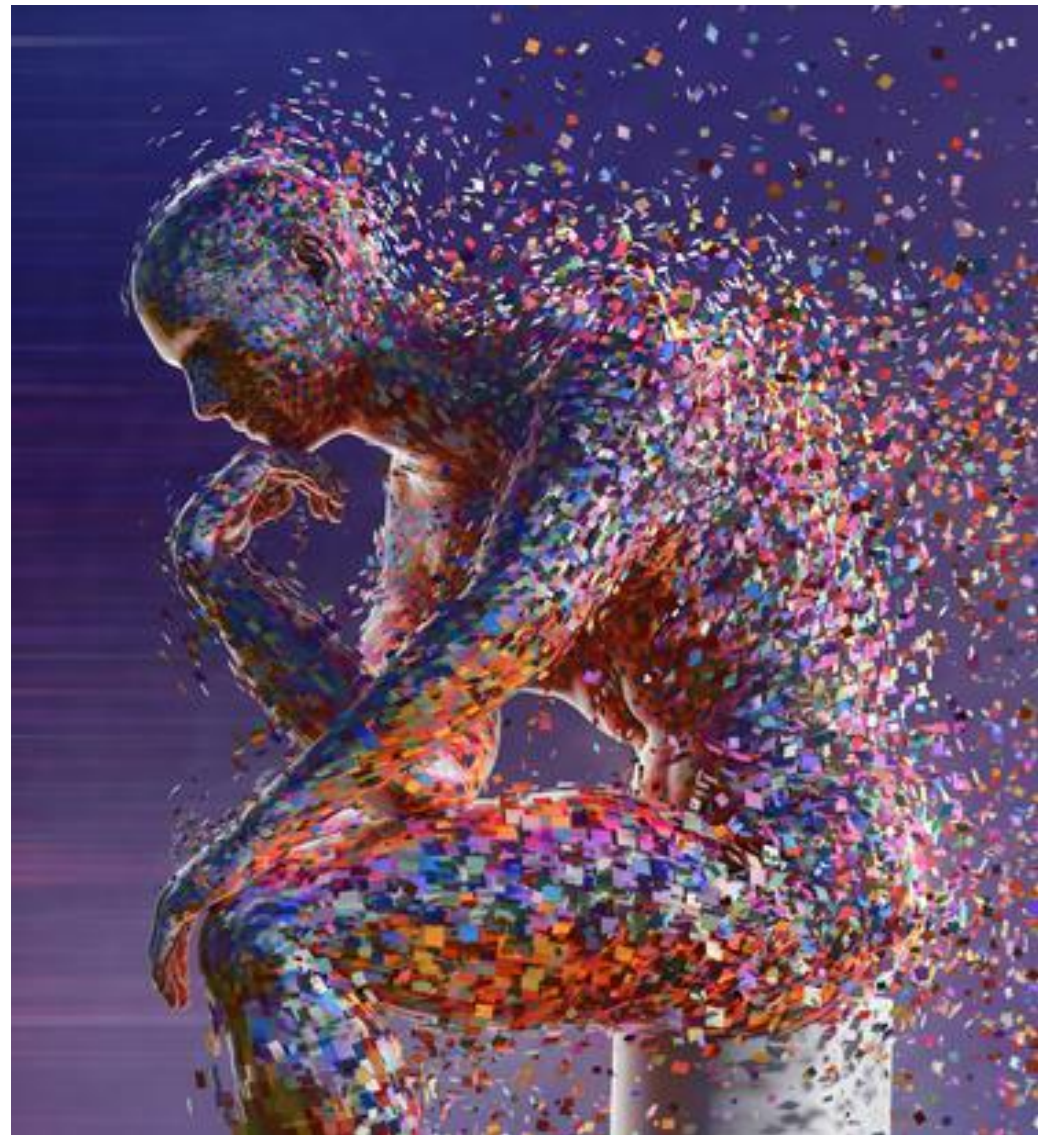
Counsel

Foley Hoag LLP

202.261.7313

bheller@foleyhoag.com

- Privacy and Compliance
- Data Governance
- Artificial Intelligence
- Legal Frameworks around AI
- Data Ethics
- Ethics in AI
- Practical Implications





- Privacy has a complex regulatory landscape
 - Fragmented jurisdictionally
- Compliance requires specific kinds of actions
 - Privacy policies
 - WISPS
 - Data breach notification obligations
 - Contractual obligations
 - Adherence to industry standards
 - Employee training



- **Data governance models incorporate compliance actions but take a step beyond.**
 - Focused on holistic risk.
 - Integrated into the overall management of the organization.
 - May incorporate data management beyond privacy-related questions.

What is Artificial Intelligence?

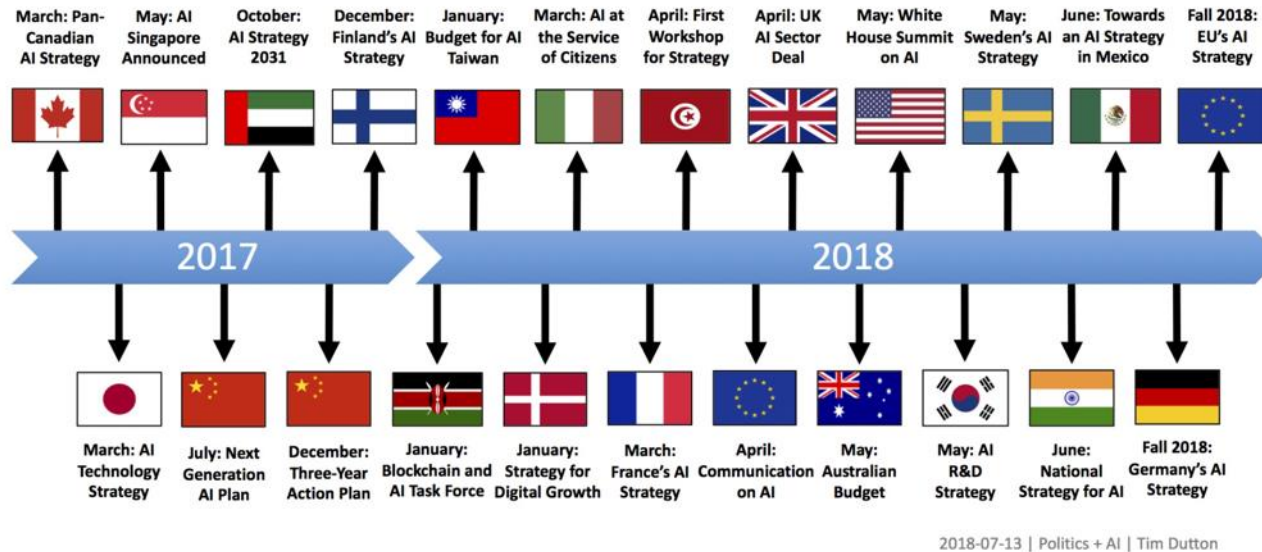
- What is Artificial Intelligence?
- How is this different from “machine learning”?
- What is an algorithm?
- What is machine learning?
- What is deep learning?
- What are neural networks?
- How do companies currently use AI?

Legal AI Landscape 2019

{ LawGeex }



Legal Frameworks around AI



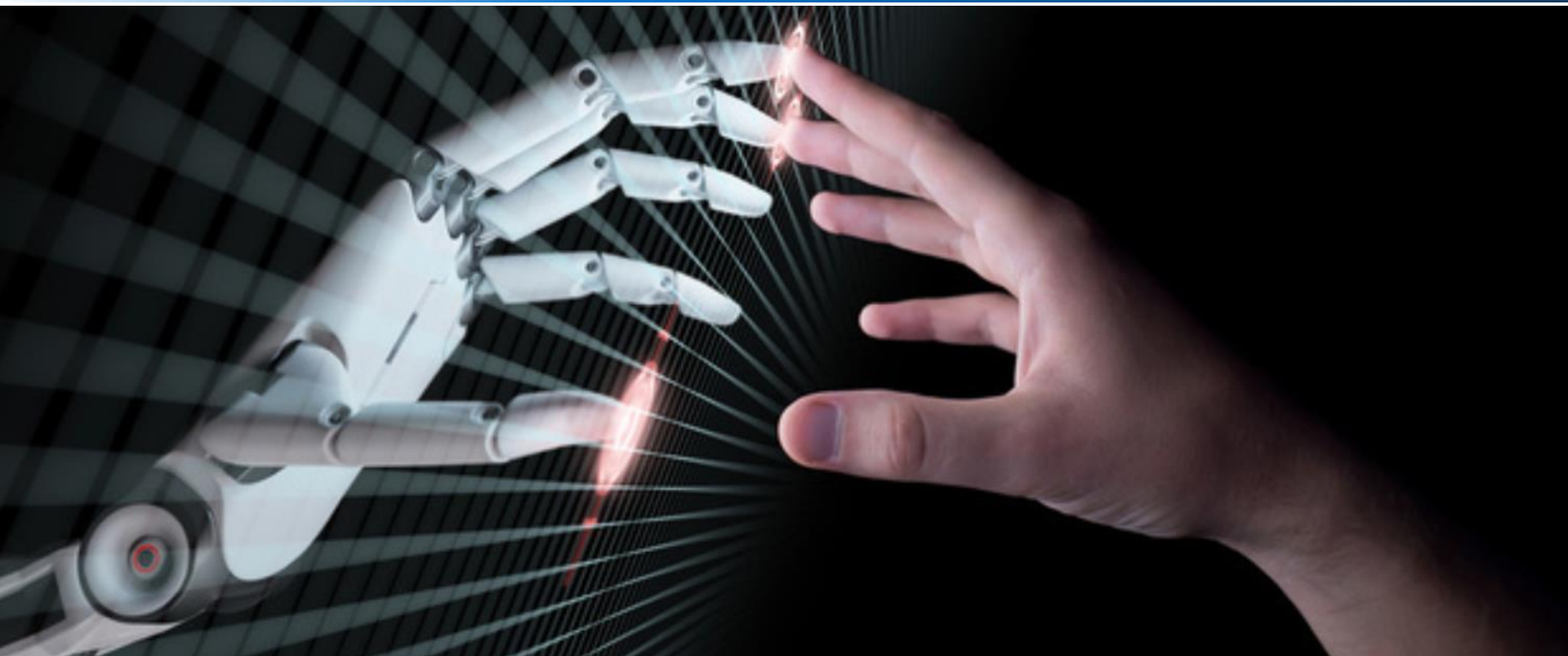
- Current legal frameworks around AI are sparse.
- Patterns emerge in the types of legal frameworks for AI.
- Some regulators are taking significant efforts to regulate AI.
 - 50 countries had national AI strategies by 2020.
 - EU is the leader in this effort.
- Some basic common principles around regulating AI include fairness, safety, transparency, and accountability.

- What are “data ethics”?
- Are there legal structures around data ethics?
- Why should organizations be concerned about data ethics at all?



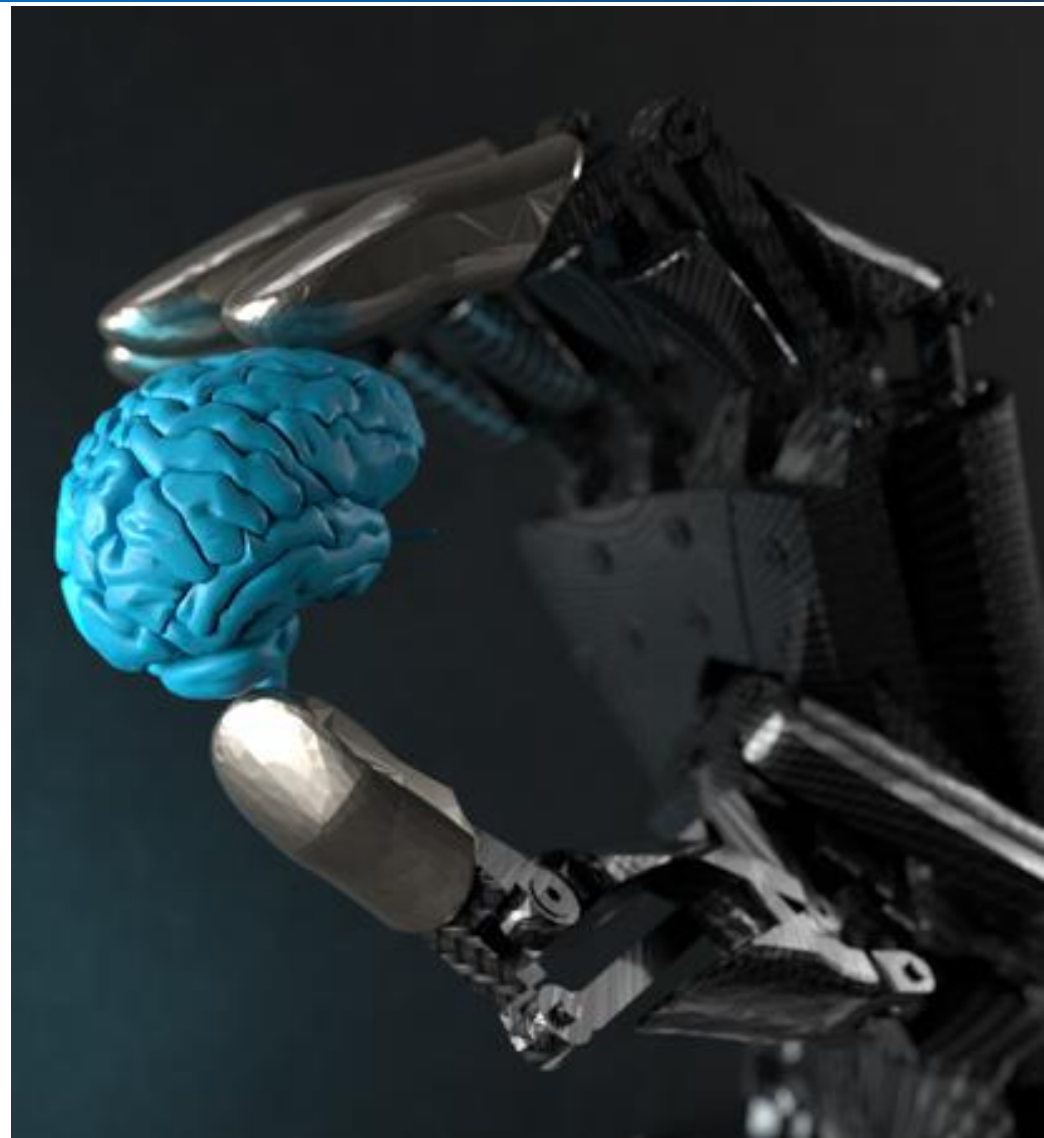
Comparing the Three Models

Model	Question	Outcome
Compliance	What does the law require?	Legally compliant policy.
Governance	How can we manage our risks?	Comprehensive risk management policies and protocols
Ethics	What do we owe individuals?	Policies and protocols that reflect and communicate organizational values.



- What are the ethical implications of AI use?
- Why does this matter for organizations?

- Compliance, Governance, and Ethics provide different models.
- Governance and ethics models are “future proofing” models.
- AI presents significant uncertainty regarding regulation and liability.
- Ethics around privacy and AI are increasing in salience.
- Practical implications for businesses can be severe.





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Questions?