AI: The Gamechanger
WEBCAST SERIES

BDO DIGITAL

Achieving Secure and Responsible AI

OCTOBER 9, 2024

IBDO

With You Today

KATHLEEN GARENANI
Director
Data and AI

kgarenani@bdo.com

MARK MELNYCHENKO
Managing Director
Privacy & Data Protection

mmelnychenko@bdo.com

WAYNE ANDERSON
Director
Cybersecurity

wanderson@bdo.com

MATT GELS
Director
Business Development

mgels@bdo.com

Learning Objectives

▶ Identify the key principles of responsible AI and its impact on organizational integrity and public trust.

▶ Describe frameworks and guidelines for ensuring responsible AI use within your organization, aligning with regulatory and societal expectations.

▶ Discuss why cybersecurity is a crucial aspect of responsible AI deployment.

▶ Discuss real case studies on the impact that information protection tools, such as Microsoft Purview, can have on responsible AI deployment.

Agenda
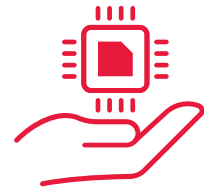
Responsible AI

Governance, Information Security and Privacy Considerations

Panel Discussion: Enabling the AI Transformation, Responsibly

Artificial Intelligence

Your organization is seeking advantage and cost optimization

AI BENEFITS
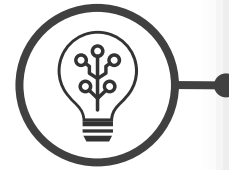
▶ AI has the potential to bring numerous benefits to businesses and society.

▶ Some of the benefits of AI include:

▶ Increased efficiency and productivity

▶ Improved decision-making

▶ Enhanced customer experience
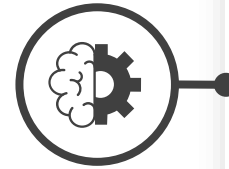
▶ Cost savings

▶ Innovation

AI CHALLENGES

▶ There are several challenges associated with the development and deployment of AI systems.

▶ Some of the key challenges include:

▶ Data quality and bias

▶ Explainability and transparency

▶ Privacy and compliance

▶ Ethical and legal considerations

▶ Security and safety

▶ Integration and deployment
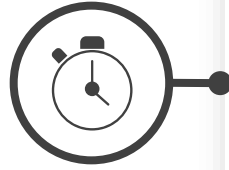
Time-saving: Provide quick and accurate answers to questions, eliminating the need for extensive research.

Learning and education: Serve as an educational resource, providing explanations, examples, and practice opportunities.

Idea generation: Generate ideas and offer suggestions for various tasks, such as brainstorming sessions or creative projects.

Task automation: Can automate some simple tasks, such as generating code snippets or providing basic information.

Language assistance: Assist with language-related tasks, such as proofreading, grammar suggestions, and language translation.
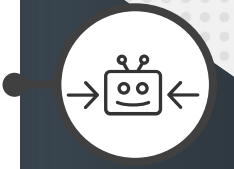
Virtual assistance: Act as a virtual assistant, helping with basic tasks like setting reminders, making to-do lists, or providing weather updates.

Driving Artificial Intelligence Responsibly

GOVERNANCE FOR RESPONSIBLE AI

AI Governance is a set of policies, frameworks, tools and practices which guide the selection, development, deployment and use of AI systems. The goal of AI Governance is to ensure that these technologies are used in a responsible and ethical manner, while maximizing the benefits and minimizing potential risks. Effectively governing AI requires engagement and collaboration between multiple stakeholders, including legal, privacy, compliance, technology, and business leaders.

Clear and shared vision and strategy

Legal and regulatory framework

Inclusive ethical framework

Transparency and accountability mechanisms

Bias mitigation practices

Safe and secure development and deployment

Process for stakeholders to collaborate

Grow AI with a Cyber Foundation

Artificial Intelligence deployments are fundamentally applications with some new/adjusted components.

▶ Ensure resilience of the data sources and/or the compute/model

▶ How do you address training/ model development and protection?

▶ Affirmatively support privacy controls and monitor insider risk

▶ Manage/secure the posture of cloud services used to operate and/or consume AI products

CYBERSECURITY FRAMEWORK OVERVIEW

IDENTIFY
▶ Asset Management
▶ Governance
▶ Risk Assessment
▶ Risk Management Strategy

PROTECT
▶ Awareness And Training
▶ Data Security
▶ Data Lifecycle Management
▶ Protective Technology
▶ Cloud Security

RECOVER
▶ Recovery Planning
▶ Improvements
▶ Communications

DETECT
▶ Anomalies and Events
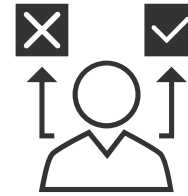▶ Security Continuous Monitoring
▶ Detection Process

RESPOND
▶ Response Planning
▶ Communications
▶ Analysis
▶ Mitigation
▶ Improvement

Privacy Considerations

Misuse of Personal Information
▶ Lack of consent and transparency
▶ Identity theft and fraud
▶ Deepfakes

Algorithm Bias
▶ Discriminatory decisions
▶ Erroneous outcomes
▶ Perpetuation of stereotypes

Transparency
▶ Use of PI to train models
▶ Explainability of outputs
▶ Automated decision-making

Surveillance and Monitoring
▶ Mass surveillance
▶ Predictive policing
▶ Ethical guidelines

AI Governance Services
BDO AI GOVERNANCE FRAMEWORK

A holistic approach to assessing maturity

The BDO AI Governance Framework includes a comprehensive set of controls based on industry standard frameworks, applicable laws, privacy and data protection principles and principles unique to AI technologies.
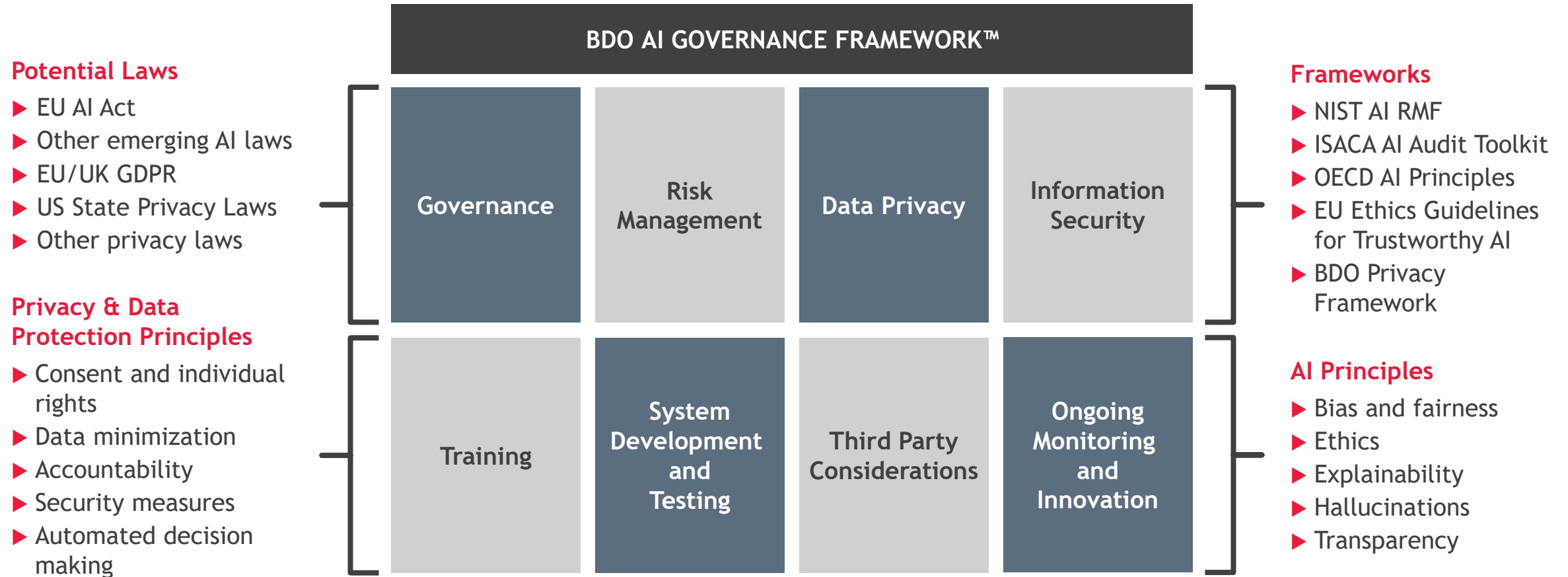
We map the controls in our framework to controls in other frameworks and requirements in applicable laws. This allows us to tailor the scope of a maturity assessment to include only those controls relevant to your organization, by filtering based on applicability. This allows your organization to have a standard assessment methodology even through the laws and requirements in this area are evolving very rapidly and applicability may change over time as your business evolves.

This holistic approach not only ensures compliance but also promotes ethical practices and social responsibility, ultimately enhancing the trust and credibility of AI initiatives within the organization and beyond.
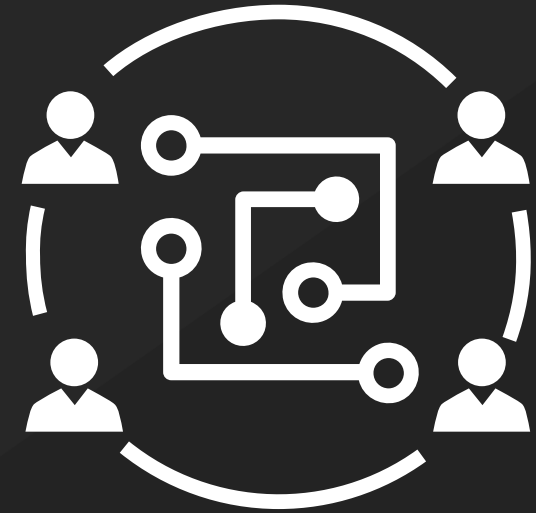
AI Governance Services

BDO AI GOVERNANCE FRAMEWORK

BDO AI GOVERNANCE FRAMEWORK™

Potential Laws

▶ EU AI Act
▶ Other emerging AI laws
▶ EU/UK GDPR
▶ US State Privacy Laws
▶ Other privacy laws

Privacy & Data Protection Principles

▶ Consent and individual rights
▶ Data minimization
▶ Accountability
▶ Security measures
▶ Automated decision making

Governance	Risk Management	Data Privacy	Information Security
Training	System Development and Testing	Third Party Considerations	Ongoing Monitoring and Innovation

Frameworks

▶ NIST AI RMF
▶ ISACA AI Audit Toolkit
▶ OECD AI Principles
▶ EU Ethics Guidelines for Trustworthy AI
▶ BDO Privacy Framework

AI Principles

▶ Bias and fairness
▶ Ethics
▶ Explainability
▶ Hallucinations
▶ Transparency

Panel: Enabling the AI Transformation, **Responsibly**

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Audience Insights

? **Does your organization have an AI Governance Committee or similar function?**

Select your answer in the panel to the right

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Audience Insights

Which of the following are most relevant to your organization as it relates to AI legal requirements?

Select your answer in the panel to the right

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Audience Insights

?

Would you like to receive follow up information from today's session and potentially discuss your AI needs with BDO?

Select your answer in the panel to the right

Join Us for the Next Webcast in the AI: The Gamechanger Series

BDO DIGITAL

Adopting AI Effectively

WEDNESDAY, OCTOBER 30, 2024
1:00 – 2:00 PM ET

MORE INFORMATION ▶

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Thank you!

Questions?

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Reference Materials

For more information on the topics discussed today, please check out the following thought leadership and insights from the BDO team:

GOVERNANCE

▶ **The Practical Guide to AI**: Download our comprehensive e-book on how to use AI successfully and responsibly.

▶ **Data Governance in the Tech Industry**: Strong data governance is crucial enabling various initiatives, including AI solutions.

INFORMATION SECURITY

▶ **AI's Role in Evolving Cyber Threats**: See how AI is being used by both bad actors and resilience teams.

▶ **Artificial Intelligence and Cybersecurity**: Dig deeper into the resilience side and how to use AI to combat threats.

▶ **Building Trust in AI**: Watch this webinar to learn about critical steps for security leaders implementing AI

PRIVACY

▶ **Ethical AI and Privacy Series: Article 1, The Primer**: Learn about different types of AI systems and some common privacy and ethics considerations.

▶ **Ethical AI and Privacy Series: Article 2, The Regulations**: Learn about some of the most relevant laws in the AI space.

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