

## New compliance tool for detecting exposure to ethical and societal risks in your AI and data-driven applications

### OVERVIEW

The benefits of artificial intelligence (AI) and data driven solutions are undisputed – they are dramatically improving revenue stream, reducing costs, and providing technological breakthroughs. However, the benefits cannot be fully realized until the ethical and societal risks of AI are also brought into the equation and are appropriately addressed. These risks can have severe consequences and so far, they have been difficult to detect in traditional compliance tools and environments. That’s where “Sustainable AI” comes in. The AI Sustainability Center has introduced Sustainable AI as the identification, measurement, and governance of how AI is scaling in a broader societal and ethical context. With a Sustainable AI strategy, negative externalities, such as privacy intrusion, discrimination, and bias can be identified and mitigated and incorporated into an organization’s business model.




### THE AI SUSTAINABILITY CENTER AND METRICSTREAM’S INTEGRATED OFFERING

The AI Sustainability Center (AISC) and MetricStream have partnered to help organizations build more sustainable AI programs based on a foundation of risk awareness and good governance. The strengths of the MetricStream cloud-based governance, risk, and compliance (GRC) platform are combined with those of the AISC’s framework for Sustainable AI to offer customers an automated tool for AI risk scanning which results in a unique risk profile. This first of a kind tool, called the AI Sustainability Center Ethical Risk Profiler, will enable organizations to capitalize on the benefits of AI in a responsible manner by proactively identifying and mitigating potential risks, avoiding common pitfalls, and living up to emerging regulatory frameworks. The AI Sustainability Center’s Ethical Risk Profiler identifies risks according to common pitfalls:



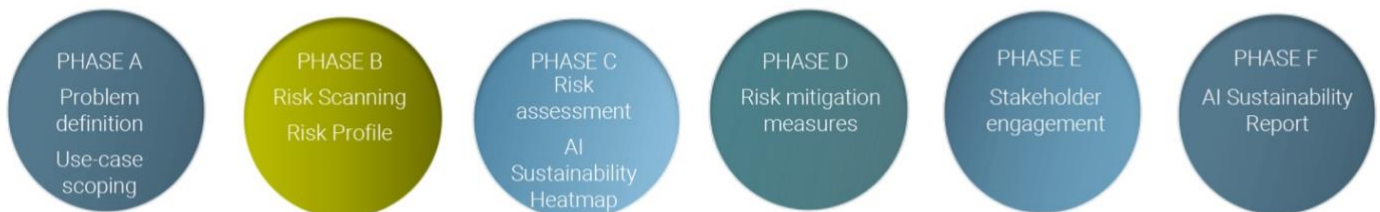
Common AI Pitfalls	What the Ethical Risk Profiler Uncovers
Misuse / Overuse	Is the AI solution overly intrusive, using open data that is too broad or too deep? Could it be used for unintended purposes by others?
Bias of the Creator	Have values and biases been intentionally or unintentionally programmed into the AI solution by the creator? Does the programmer have the needed knowledge or skills of how the solution could scale in a broader context?
Immature AI	Have the algorithms been sufficiently trained? Is there a lack of representative data that could lead to incorrect, unethical or privacy intrusive recommendations?
Data Bias	Is the available data an accurate reflection of reality, or the preferred reality? Could it lead to incorrect or unethical recommendations?

## VALUE PROPOSITION

-  Gain a competitive edge by learning to use AI and data-driven technologies in a sustainable way, acting ahead of the regulatory curve
-  Proactively leverage the Ethical Risk Profiler as a health check for AI applications
-  Ensure that your organization’s AI fundamentals are in place: transparency, explainability, accountability, and governance

## ACHIEVE AI SUSTAINABILITY

The AI Sustainability Center’s Framework is applied to AI and other data driven solutions with the purpose of detecting unintended ethical and societal pitfalls surrounding AI, and thereby preventing risks before they occur. The AI Sustainability Lens, which looks at AI governance from a technical, legal, and societal perspective, is used throughout the framework. Understanding your risk profile is key to the journey.



AI Sustainability Framework

## DETECT ETHICAL AND SOCIETAL AI RISKS WITH THE AI SUSTAINABILITY CENTER'S ETHICAL RISK PROFILER

A key phase of the AI Sustainability Framework is risk scanning which results in a Risk Profile based on a unique set of questions and analysis. The risk profile is designed to indicate where risks could occur, enabling organizations to proactively create risk mitigation strategies.

The risk scanning activates the organization's cooperation across functions.

The AI Risk Scanning provides:

- An assessment of the current state of an AI use case, enabling early identification of ethical and societal risks.
- A baseline to raise an organization's self-awareness of where ethical and societal risks could occur. This is fundamental in building better governance structures and controls around unintended pitfalls that could lead to privacy intrusion, discrimination and social exclusion.



Example of an output from the AI Sustainability Risk Scanning

Is your company exposed to ethical and societal AI risks?

- 🔗 [Take our mini survey and quickly gauge to what extent your company may be exposed to AI or other data driven ethical and societal risks](#)
- 🔗 [Find out more about the AI Sustainability Center Ethical Risk Profiler](#)
- 🔗 [Read the press release about the AI Sustainability Center and MetricStream partnership](#)
- 🔗 [About the AI Sustainability Center](#)