

April News | What to know about the AI Act | AI Act : Transforming a regulation into business opportunities | Trustworthy AI: The role of ethics in developing responsible, unbiased models

The AI Act: a regulatory framework with a risk-based approach to ensure trustworthy use of AI models

Source : European Commission

The AI Act is the first-ever comprehensive legal framework on AI worldwide. It aims to protect **fundamental rights, democracy, the rule of law and environmental sustainability** from high-risk AI, while **boosting innovation and establishing Europe as a leader in the field**. The regulation establishes obligations for AI based on its potential risks and level of impact.

The new rules will:

Address risks specifically created by AI applications;

Prohibit AI practices that pose unacceptable risks;

Set clear requirements for AI systems for high-risk applications;

Define specific obligations deployers and providers of high-risk AI applications;

Require conformity assessments before AI systems are implemented or marketed;

Put enforcement in place after a given AI system is placed into the market;

Establish a governance structure at European and national levels.

All AI systems considered to be a clear threat to the safety, livelihoods and rights of people will be banned, from social scoring by governments to toys using voice assistance that encourages dangerous behavior.

The AI Act: Changing the perception of a regulation into an opportunity for reinvention

(For videos, you can enable subtitles in your language directly in YouTube – check settings.)

Now that the AI Act has been passed, **it's time for businesses to work with regulators on standards and best practices**. Artefact's vast experience helping major companies with data and digital transformation has proven that by leveraging regulatory constraints such as GDPR, businesses have been able to rethink their processes and improve their customer knowledge. **As a result, they've strengthened their business and marketing efficiency, personalized consumer experience, and more.**

To help our clients integrate AI Act regulations into enterprise AI model development from the outset, inspired by the principle of **"privacy by design"**, Artefact utilizes platforms for their clients, like **naaia**, that **transform regulations into concrete operational processes** and provide to-do lists that ensure AI projects are compliant.

Nathalie Beslay, CEO and co-founder of naaia, shares our philosophy and our approach. She details the **timeline of new regulations** that companies will have to comply with. The AI Act is a "horizontal product regulation" featuring an end-to-end approach at all stages of production, that applies to any type of company, regardless of size, private or public.

Nathalie explores multiple aspects of AI compliance: Technology and tools, Compliance and legal aspects, Prohibited AIs, Risks and rewards, Future trends and scalability, Cost and ROI.

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Trustworthy AI: New challenges and data-driven solutions

The reproduction of human biases and stereotypes is the greatest risk associated with the mass use of artificial intelligence. The

challenge for AI is to create

that meet the ethical expectations of our society. This is a vast undertaking: ethics is a subject that is built throughout the entire lifecycle of

AI is the automatization of decision-making. **The ethical risks do not reside in the fact that AI may automate badly, but on the contrary, that it perfectly mimics human decisions, with its burden of errors and biases**. Many of these dysfunctions come from the cultural context in which the AI was developed, when it replicates the historical value systems of a society (gender or ethnic inequality, for example) or those of its designers (education, political sensitivity, religious practices, etc.).

As AI models have evolved from concepts to products, many **technical solutions have been created** to facilitate the automation and deployment of AI systems. Biases can be both technical (omitted variables, database or selection problems) and social (economic, cognitive, emotional). It is by thinking critically about the different metrics associated with an AI model that we can identify and rectify problems. There is a trade-off between explainability and accuracy. Some algorithms like decision trees are very explainable, but less useful for more complex predictions.

"However the notion of trustworthy AI cannot be reduced to its legal and technical conception. This requires ***a transformation of the organization's culture*** *so as to deeply integrate ethical issues and approaches, guarantee the sustainability of solutions and contribute to ethical AI by design,"*
Vincent Luciani, CEO & Co-founder, Artefact

READ THE ARTICLE

Keeping the promise of AI: The role of ethics in developing responsible, unbiased models.

The evolution of AI and machine learning has **upended traditional methods of categorizing people and content.** Rather than relying on static demographic attributes, AI models now harness vast troves of behavioral data to inform decision-making processes. This paradigm shift not only poses technical challenges but also prompts profound philosophical debates on the construction and impact of categories in society.

In a recent interview with Artefact, **Jean-Marie John-Mathews, PhD, Co-founder Giskard AI**, explains how using classification **data such as age, gender, race, and socioeconomic status**, in a bank, for example, is **problematic and even unethical**, but

replacing it with **behavioral data** such as transaction history **enables less bias or discrimination**.

By embracing these new types of categorization and fostering dialogue among all stakeholders, **businesses can successfully navigate the new ethical landscape**. It is through **collaborative foresight and oversight** that companies can harness the transformative potential of AI while mitigating unintended consequences.

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Artefact International Adopt AI Summit, June 5th, 2024 at Station F in Paris

Adopt AI will be the largest AI Summit, Adopt AI, featuring 100 world-class speakers with 2000 business and tech leaders expected to come. Dive into conferences and debates on the positive impact of data and AI on the economy, society, and the planet!
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Under the high patronage of **Mr Emmanuel Macron, President of the French Republic**, this unique full day of conferences will be structured around three main stages to spread positive inspiration and actionable insights on data and AI:

The Vision Stage – "Forging Visions: Where Business Meets AI Tomorrow."

The Tech Stage – "Unlocking Technologies: The New Frontiers of Generative AI."

The Society Stage – "AI for Society: Shaping an Ethical and Sustainable Future."

Discover all our announced speakers, CEOs and CDOs of large enterprises, founders of innovative GenAI startups and scaleups, and many more to come!

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The day will culminate in **the official launch of the Artefact AI Film Festival**, which is an international short film competition open to all, rewarrding the creativity of artists using artificial intelligence, in partnership with mk2, one's of Europe leading art house cinema groups.

We will be honored to have **Jean-Pierre Jeunet**, the director of "Amélie Poulain" and "Delicatessen", among other famous films **as President of the Jury**.

Visit the official website of the Artefact Film Festival: **artefact-ai-film-festival.com**

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