Ethics in the Age of AI

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Whether big data initiatives deploying machine and deep learning algorithms (aka Artificial Intelligence) are accepted by users and generate revenues, depends ultimately on insights from the behavioral sciences and ethical considerations rather than legal compliance. Lokke will explore the ethical rules in play and how to deploy these to ensure AI applications can obtain societal acceptance and are therefore successful.

Current machine and deep learning algorithms can learn from and make predictions on data but cannot explain their outcomes (are a '*black box*"). Although the European General Data Protection Regulation (GDPR) does not provide for compliance requirements specific to applying machine learning algorithms, the combined requirements of the GDPR entail that machine learning algorithms need to be designed, developed and applied in a transparent, predictable and verifiable manner ('*Algorithmic Accountability*'). Lokke will explain what *Algorithmic Accountability* means, and how to achieve this in practice.