

# BRUSSELS PRIVACY SYMPOSIUM

## AI ETHICS: THE PRIVACY CHALLENGE

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### Abstracts

#### ***Artificial Intelligence, Ethics and Enhanced Data Stewardship***

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The terms data ethics and ethical processing are in vogue. The popularity of these concepts stems from the rapid growth of innovative data-driven technologies and the application of these innovations to areas that can have a material impact on people's daily lives. The sheer volume of data that is observable and where inferences can be made as the product of analytics has and will continue to impact many facets of people's lives, including new health solutions, business models, personalization for individuals and tangible benefits for society. Yet those same data and technologies can have an inappropriate impact and even harm on individuals and groups of individuals and cause negative impact on societal goals and values. An evolved form of accountability, ethical processing, applicable to advanced analytics, is needed to help enable the realization of the benefits of this use of data but address any resulting risks.

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