BRUSSELS PRIVACY SYMPOSIUM
AI ETHICS: THE PRIVACY CHALLENGE

Abstracts

Operationalizing Data Ethics within Corporate Frameworks

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Companies are increasingly using Artificial Intelligence (AI) and Machine Learning (ML) technologies to build their products and offer their services. The opportunity to maximize the benefits that these technologies can bring, while ensuring that harms and negative outcomes are prevented, has highlighted the need to keep developing and enhancing Ethics as an analytical and operational framework to guide companies' thinking and to shape their practices in this area. Ethics, and the acknowledgement of responsibilities to the communities that corporations serve, are important to define organizational purpose, establish a common set of values, provide for consistent decision making and enhance trust among its users. Ethics is also important to companies' reputation, growth and brand building. Having a corporate ethical framework in place helps companies demonstrate how data they're entrusted with is used in a responsible manner. Ethics allow companies to continuously align and update their practices at the pace of technological development. In this way, ethics allow us to continuously iterate and adapt our practices and approach as technology evolves. The fact that we are enhancing our ethical practices in light of new AI and ML developments, further developing what we already have put in practice in terms of research review process and principles, is a testament to the ethical iterative approach that we follow at Facebook. Equally important is the expanded scope of corporate practices, program and initiatives that ethics unfolds, allowing us to tackle issues that go beyond legal compliance. But how can we move ethics from the philosophical domain to the corporate level and the business world? How can ethics be further embedded and operationalized in corporate practices and decision-making processes? What sort of actions and initiatives may stem from corporate ethical mandates that companies can pursue beyond their legal compliance requirements? This article attempts to answer these questions through the lens of the various methodologies, programs and principles that Facebook has developed and implemented as part of its Ethical Framework, along with some of the actions and initiatives it has taken beyond the world of legal compliance.

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