

BRUSSELS PRIVACY SYMPOSIUM

AI ETHICS: THE PRIVACY CHALLENGE

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Abstracts

Proactive Engagement with Ethics and Privacy of AI and Big Data

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Emerging combinations of artificial intelligence, big data and the applications these provide are receiving significant media and policy attention. Some of the attention concerns privacy and other ethical issues. In our paper, we suggest that what is needed now is a way to comprehensively understand these issues and find ways of addressing them that involve stakeholders, including civil society, to ensure that these technologies' benefits outweigh their disadvantages. We suggest that the concept of responsible research and innovation (RRI) can provide the framing required to act with a view to ensuring that the technologies are socially acceptable, desirable and sustainable. We draw from our work on the Human Brain Project, one potential driver for the next generation of these technologies, to discuss how this could be put in practice. We argue that a culture shift is necessary too, towards morally responsible developers and staff at all levels.

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