

Responsible AI

2024

AI technologies encompass a wide array of methodologies, including machine learning and deep learning. It is transforming the way businesses operate, facilitating breakthroughs in research, and improving our daily lives. However, AI also gives rise to ethical and societal considerations concerning privacy, bias, and job automation, demanding attention as this technology continues to advance.

The implementation of AI tools, from third-party applications to those developed by an in-house team, can be a high-risk and high-reward strategy. We at **OXYGY** and **Bird & Bird** are helping clients to develop responsible governance arrangements for AI implementation which should also give them a further competitive edge. Our **Responsible AI** offering is based around an ESG-inspired governance framework to address the risks and opportunities associated with organisational AI implementation (be it third-party applications or in-house AI tools). Our aim is to address different aspects of the sustainable AI implementation by using the “**Operating Model**” shown below:



Purpose: Every engagement must start from the client’s fundamental purpose. From here, Responsible AI projects will be modelled around the client’s purpose, mission, vision and values.

Structure: AI governance structure for every step of the AI value-chain (e.g., AI vendor management environment), Ethics Advisory Board, embedding within existing organisational structure.

Process: Embedding Ethics-by-design, continuous improvement, fast and safe new product acquisition and vendor/supply management.

People: Invest in value-creating capabilities around AI ethics training, AI technical & management talent.

Technology and data: Robust information systems and knowledge processes to improve quality of AI stack (data, models, apps, and overall processes/use-cases).

Performance and management: Simple, transparent and actionable performance metrics linked to core purpose (e.g. OKRs).

Through our joint legal and consulting proposition we can look at the whole spectrum of associated risks comprehensively and effectively, which includes regulations, technology, change management, process and operations, finance and reputation.

*The practice continues to advise on a number of high-value cross-border disputes and transactional matters, with an increasing amount of matters involving digital assets, rights and artificial intelligence. **Legal 500, 2023***

Contact us for more information



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