

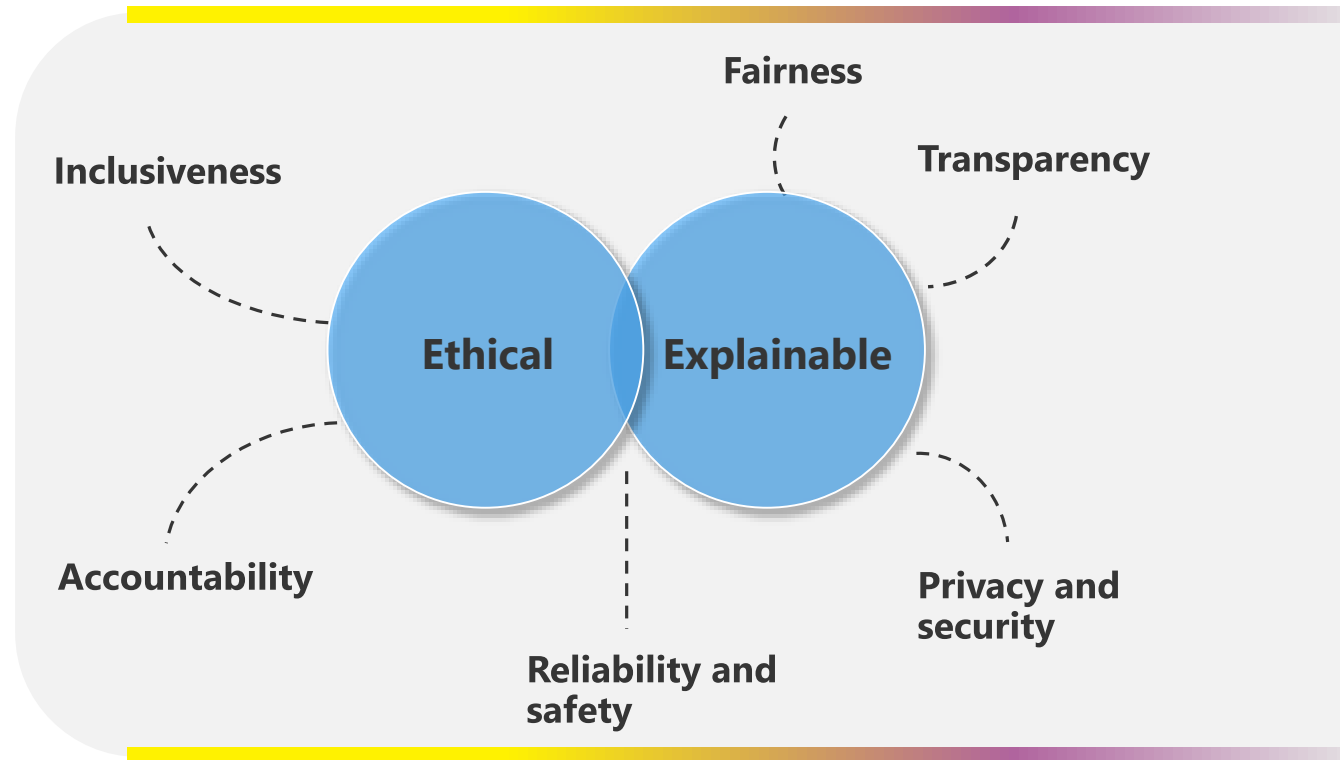
Trusting new technologies: Artificial Intelligence



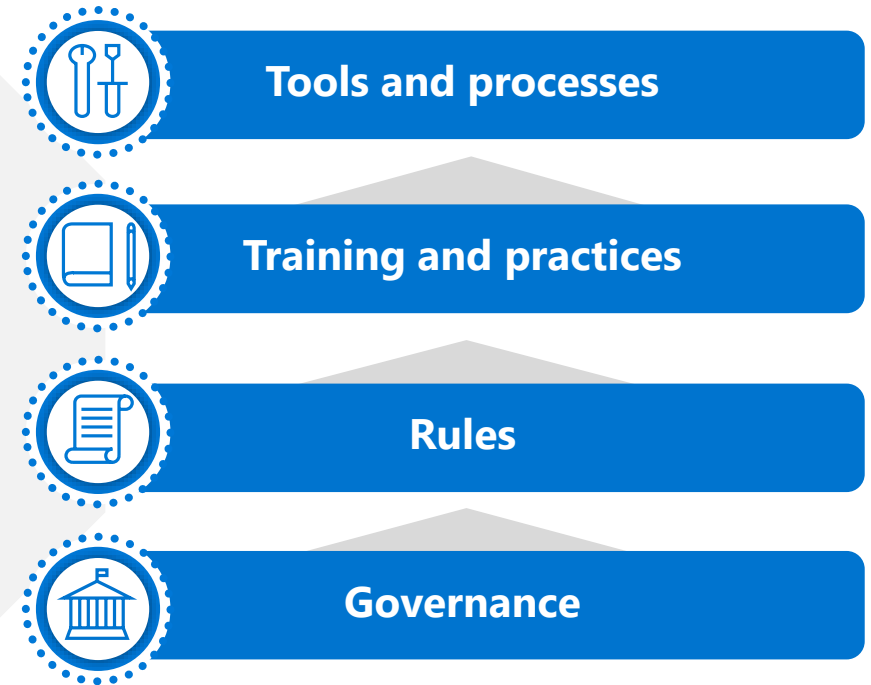
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October 2022

Building trust and confidence on AI

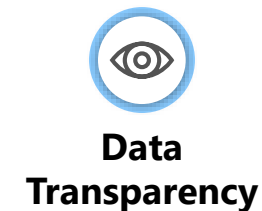
The principles of Responsible AI



Building blocks to enact principles

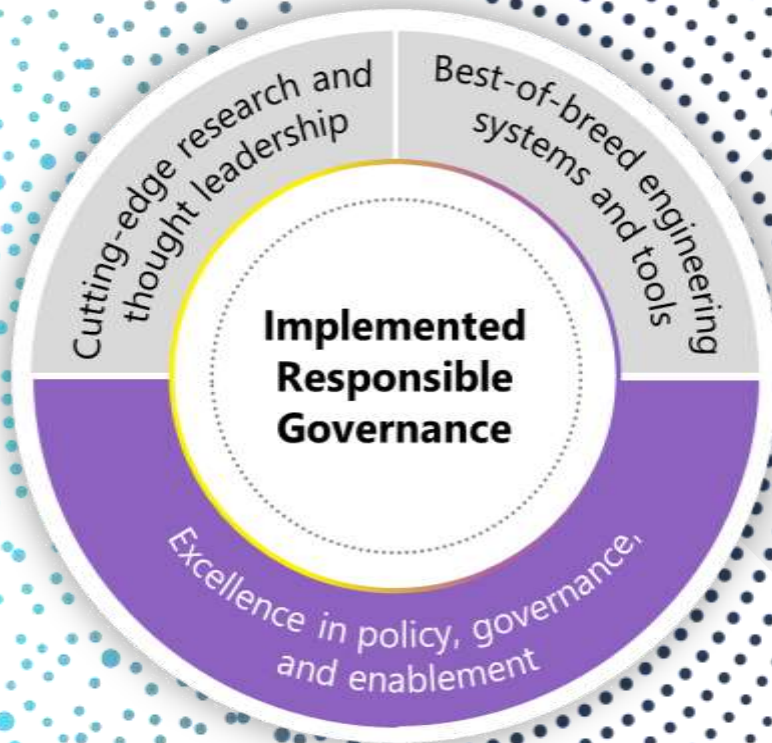


Essential technical elements



Solving ethical problems in AI implementation

Responsible AI Governance & 18 Design Guidelines for human-AI interaction



1 Initially

Make clear what the system can do

Make clear how well the system can do what it can do

2 During Interaction

Time services based on context

Show contextually relevant information

Match relevant social norms

Mitigate social biases

3 When Wrong

Support efficient invocation

Support efficient dismissal

Support efficient correction

Scope services when in doubt

Make clear why the system did what it did

4 Over Time

Remember recent interactions

Learn from user behavior

Update and adapt cautiously

Encourage granular feedback

Convey consequences of user actions

Provide global controls

Notify users about changes

AI in customs and border management

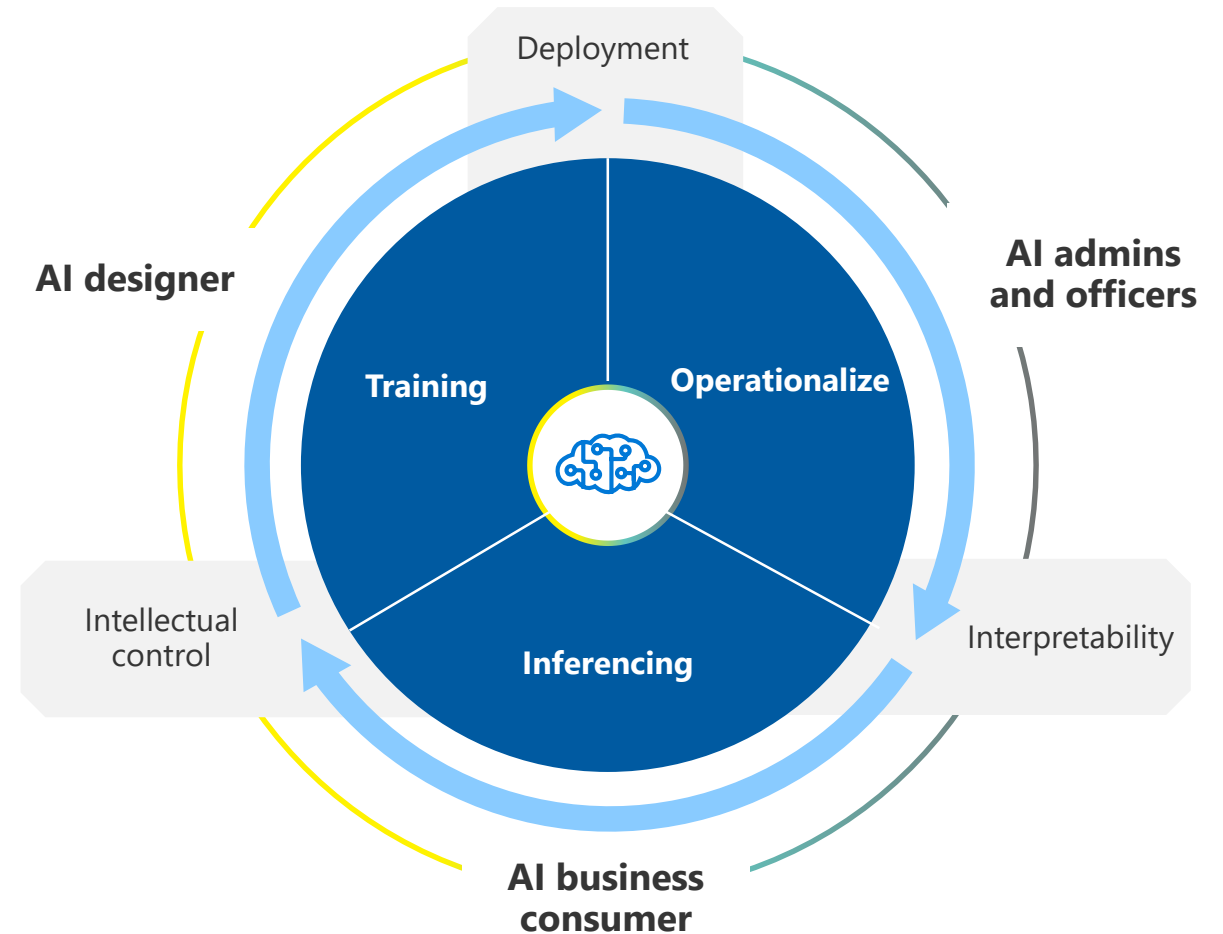
Benefits

- Improved effectiveness in executing internal core processes
- Automation of routine and time-consuming tasks
- Image and competitive-edge enhancement
- New revenue streams development

Risks

- Unidentified error patterns in AI design
- Data drifts over time resulting in errors
- Biased passenger management
- Data privacy concerns

A persona-centric and responsible AI framework to mitigate AI risk





Thank you

