

Instant Insights: The Trust Insights RAFT Responsible AI Framework

Responsible AI is more than a buzzword; it's a business imperative. The Trust Insights RAFT framework helps leaders in organizations of any size and individual users of AI mitigate risk and build AI systems that drive ROI and build trust.

Respect

- Do we use AI in a way that aligns with our values?
- How do we reduce harms that AI may cause?

Respect for human values reduces risk and protects your brand. AI that violates data privacy, perpetuates bias, or just makes the world a worse place can lead to PR nightmares, lost customers, and damaged businesses.

Accountability

- Who is accountable for AI's performance?
- What are the standards of accountability?

Accountability means clear ownership of AI's impact. From the C-Suite to the intern pool, everyone plays a role. Establish clear lines of responsibility for AI's performance and ensure adherence to ethical data practices.

Fairness

- Have we tested our AI for bias in data, algorithms, and outcomes?
- What biases does our AI have?

Fairness in AI means anticipating, identifying, and minimizing bias as much as possible. Untested AI can lead to biased content, skewed insights, and reputational damage.

Transparency

- Can we explain AI's decision-making processes?
- Do we have clear policies for disclosing our use of AI?

Transparency builds trust with your customers and stakeholders. Explainable AI throughout the AI value chain enables better decision-making and mitigates risk.