# What is Artifical Intelligence?

## US National Al Initiative Act of 2020

The term "artificial intelligence" means a machine-based system that can, for a given set of human-defined objectives, make predictions, recommendations or decisions influencing real or virtual environments. Al systems use machine and human-based inputs to— (A) perceive real and virtual environments; (B) abstract such perceptions into models through analysis in an automated manner; and (C) use model inference to formulate options for information or action

## China's Al Standardization White Paper

[The] theories, methods, technologies, and application systems for using digital computers or digital computer-controlled machines to simulate, extend, and expand human intelligence, perceive the environments, acquire knowledge, and use knowledge to obtain the best results.

#### **IBM**

"At its simplest form, artificial intelligence is a field, which combines computer science and robust datasets, to enable problem-solving. It also encompasses sub-fields of machine learning and deep learning, which are frequently mentioned in conjunction with artificial intelligence. These disciplines are comprised of AI algorithms which seek to create expert systems which make predictions or classifications based on input data."

## **European Commission**

"Al refers to systems that display intelligent behavior by analyzing their environment and taking actions - with some degree of autonomy - to achieve specific goals. Al-based systems can be purely software-based, acting in the virtual world (e.g. voice assistants, image analysis software, search engines, speech and face recognition systems) or Al can be embedded in hardware devices (e.g. advanced robots, autonomous cars, drones or Internet of Things applications)."

# Luncheon Mini Summit 22: Responsibly Harnessing the Power of Al

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# Ethical AI in Pharma: A Roadmap for Compliance

The pharma industry has an incredible opportunity to maximize the potential of Al responsibly and ethically

# What compliance can do ...

- Define how the company will approach ethics as it relates to Al (align culture, principles, standards)
- 2 Define AI relevant to the company's actual use of it
- Embed identified principles within the company and communicate our expectations to third-party partners
- Consistently review/adapt principles to ensure ethical behavior throughout rapidly evolving tech advancements

# What compliance can deliver ...



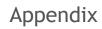
Governance, operating model for the ethical use of Al



Principles, policies, framework, risk considerations and education



Monitoring and remediation framework



## **EU AI Act:**

# First Regulation on Al

# **Specific Objectives**

- Al in EU market is safe and respects existing EU law
- Legal certainty to facilitate investment and innovation in Al

- Governance and effective enforcement of EU law on fundamental rights and safety requirements applicable to AI systems
- Single market for lawful, safe and trustworthy AI applications and prevent market fragmentation

# Overall Status of the Act

- Currently in draft
- In June 2023, MEPs adopted
   Parliaments negotiating position

- Talks will now begin with EU countries in the Council on the final form of the law
- Aim is to reach an agreement by end of year
- Proposed <u>penalties up to 7%</u> of global turnover

## **EU AI Act: Different Rules for Different Risks**

## Unacceptable Risk

- Prohibited Al Practices: Al considered a threat to people and will be banned
- Cognitive behavioral manipulation/subliminal techniques
- Exploitation of vulnerable groups (e.g., physical or mental disability)
- Social Scoring
- Real-time remote biometric ID in public by law enforcement (exceptions apply)

#### High Risk

- Al negatively affecting safety or fundamental rights
- Used in products under EU's product safety legislation (e.g. med devices, toys, aviation) OR 8 specific areas
- Requirements: database registration, ex-ante conformity assessment, risk management, testing, technical robustness, data training and governance, transparency, human oversight, cybersecurity, authorized representative

#### Limited Risk

- AI Examples: Chatbots, emotion recognition systems, biometric categorization, and AI that generates or manipulates media (i.e. deepfakes)
- Allow users to make informed decisions and decide whether to continue using
- Requirements: Minimal transparency

#### Low/Minimal Risk

- No obligations (under Al Act)
- Act envisages creation of code of conduct that encourages voluntary application of high-risk AI requirements

