

The Practical Tension

Current events, regulatory and cultural shifts

- Changes in laws / standards pose compliance challenges
- Proliferation of high profile data breaches
- Public and regulator scrutiny, skepticism and authority is growing
- Notions of "Big brother" raised in public & private sector

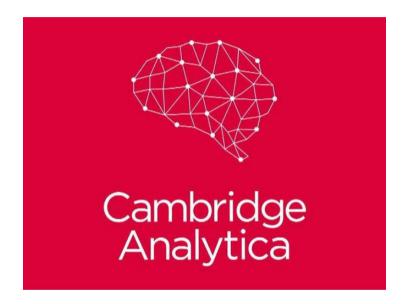
Opportunities and increasingly complex data use

- Focus on deriving new insights and opportunities through data
- New revenue streams based on data
 Expanded use from PI to "all" data
- Data crossing business sectors
- Growing risk profile associated with privacy-sensitive capabilities (IoT & AI)









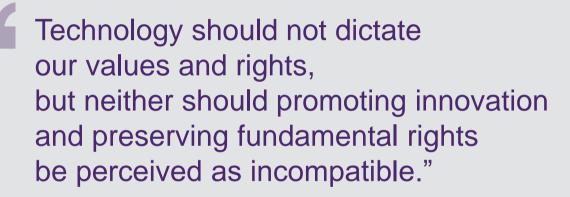
An Erosion of Trust

Mr. Mark Zuckerberg





A Tipping Point?



Giovanni Buttarelli EU Data Protection Supervisor

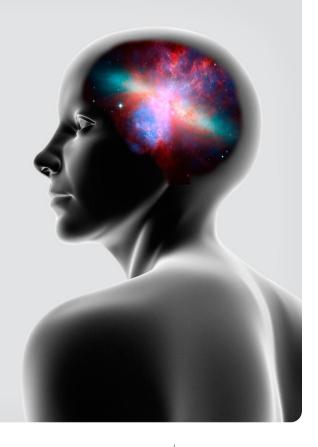


PIPEDA s.5(3)



An organization may collect, use or disclose personal information only for purposes that a reasonable person would consider are appropriate in the circumstances."

What happens, though, when the data use is beyond the understanding or even imagination of the individual?





The Solution



Focus on Accountability

- Accountable or Responsible Data Use / Al can only occur when we clearly understand:
 - How we are using data and related technology
 - How data processes will be measured against social norms (and that they will be measured against such norms)
 - How processes will be governed
 - How they will be explained to others
- Transparency: And then we need to explain





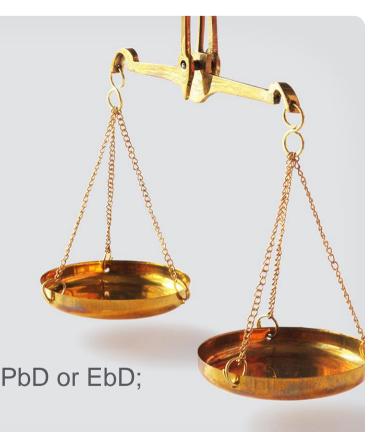
The Shift to Ethics

- Discomfort among key players
- Whose ethical framework? How can this be practical?
- Need a common approach



Practical Issues

- Balancing speed to market with effective and demonstrable governance;
- Avoiding bias data bias, algorithmic bias, bias in application;
- Accuracy of Insights data quality;
- Machine learning = ever-changing process so single point in time review is ineffective: PbD or EbD;
- Transparency vs. complexity





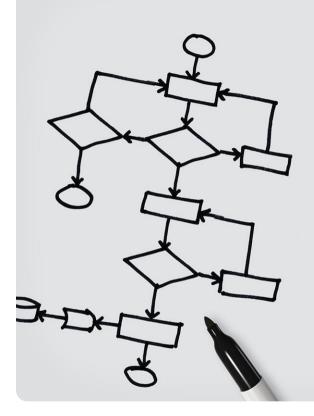




The TELUS Trust Model



We build trust with our stakeholders to use data in ways that generate value, promote respect, and deliver security.



"Next Level" Data Impact Assessments

- A more comprehensive impact assessment:
 - Identifies all stakeholders, their risks and their benefits
 - Then assesses against a set of common values (IAF work):
 - Beneficial
 - Progressive
 - Sustainable
 - Respectful
 - Fairness
- Currently adjusting the assessment to:
 - Layer in concepts unique to AI (algorithmic bias, absence of time between analysis & acting)
 - Reflect Agile / Devops development methodologies
- Currently looking at integrating key elements of Ethical Review Boards



X by Design

- Challenge and empower the development teams
 - Explainability
 - What's the narrative (and the media story)
- Earlier and broader assessments built into design criteria:
 - ideation
 - design
- Monitoring
- Review threshold ethical framework



This is hard. But.



