



Building trust through responsible AI

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a tipping point

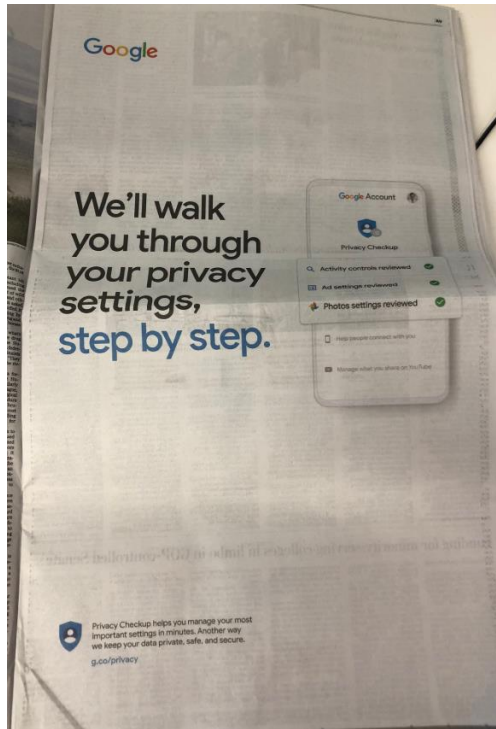
“Technology should not dictate our values and rights, but neither should promoting innovation and preserving fundamental rights be perceived as incompatible.”

Giovanni Buttarelli

unintended
consequences



Industry Response



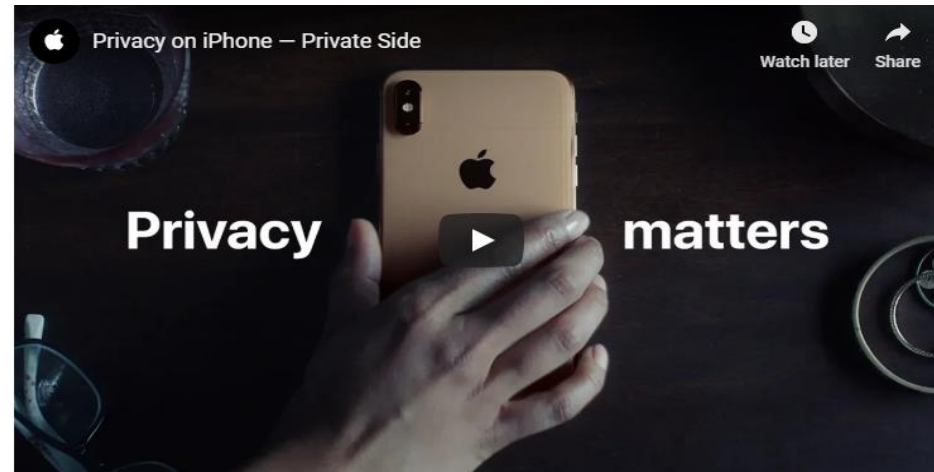
[Google](#)

A Privacy-Focused Vision for Social Networking

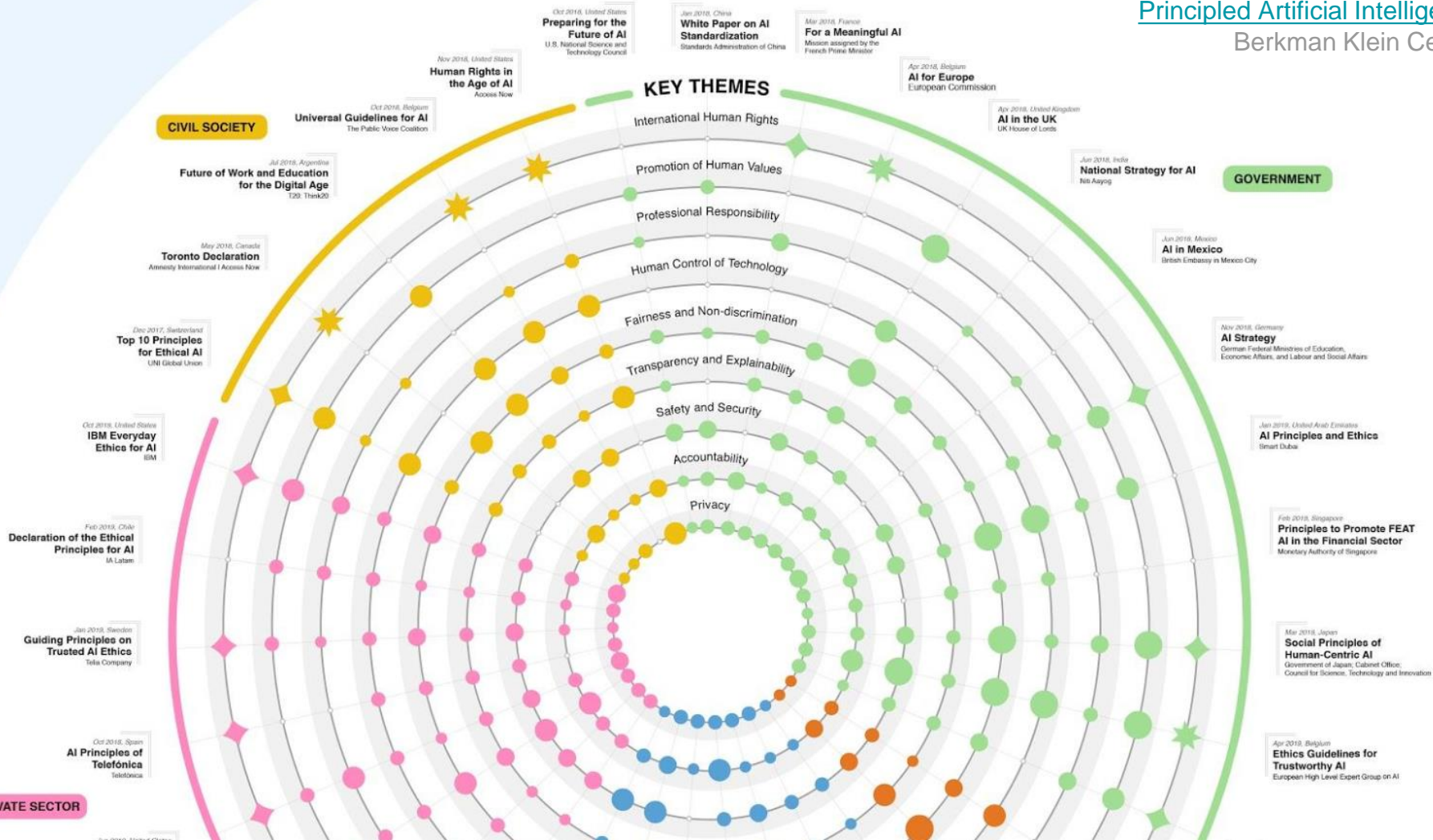
 MARK ZUCKERBERG · WEDNESDAY, MARCH 6, 2019

My focus for the last couple of years has been understanding and addressing the biggest challenges facing Facebook. This means taking positions on important issues concerning the future of the internet. In this note, I'll outline our vision and principles around building a privacy-focused messaging and social networking platform. There's a lot to do here, and we're committed to working openly and consulting with experts across society as we develop this.

[Facebook](#)

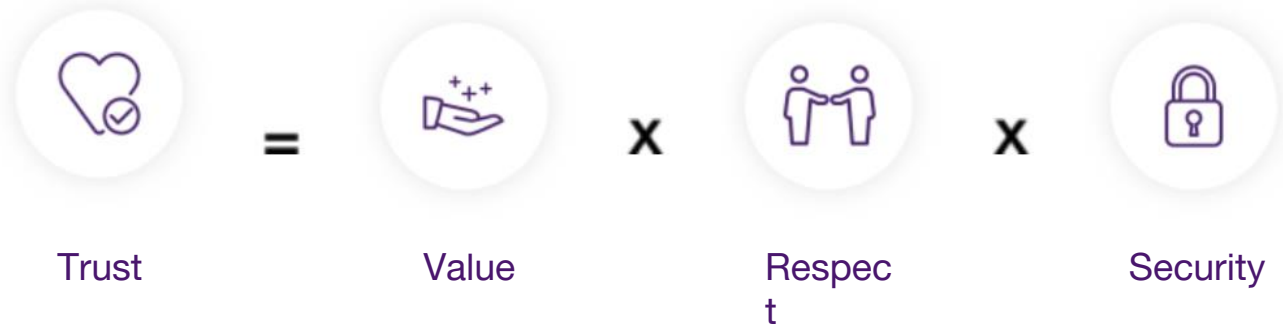


[Apple](#)

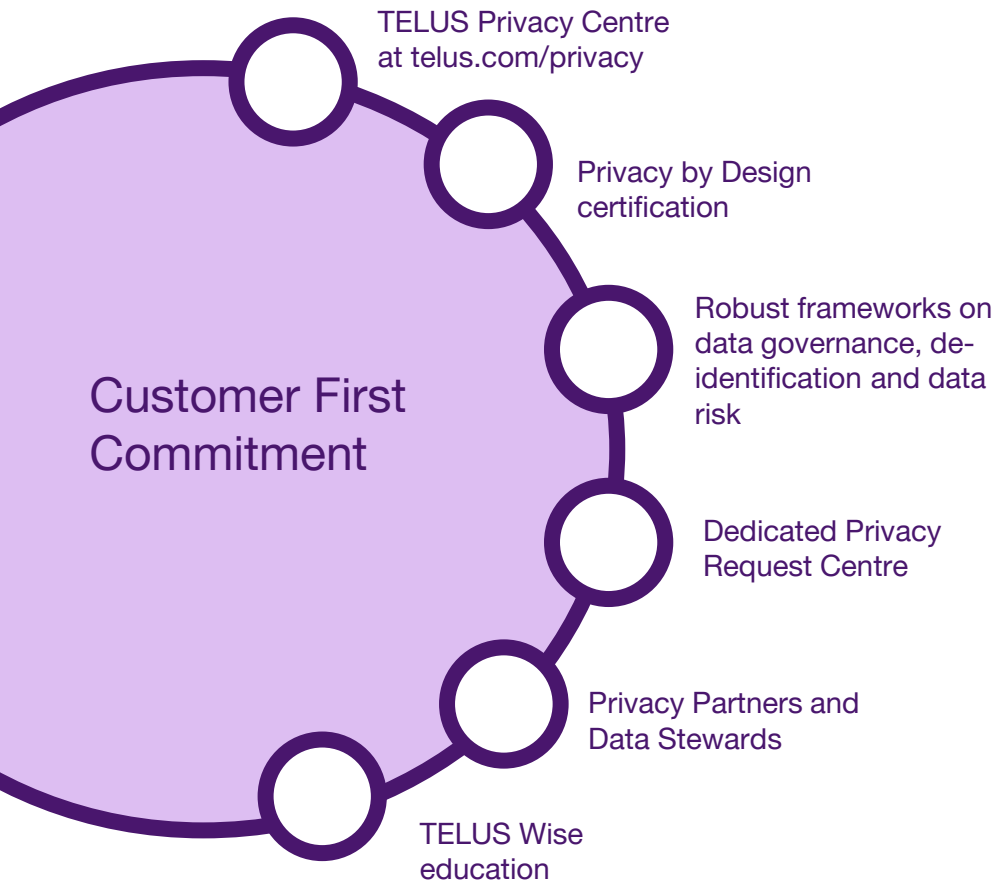




The TELUS Trust Model



We build trust with our stakeholders by using data in a way that generates value, promotes respect and delivers security.



We have established a trustworthy infrastructure and use technology transparently and ethically



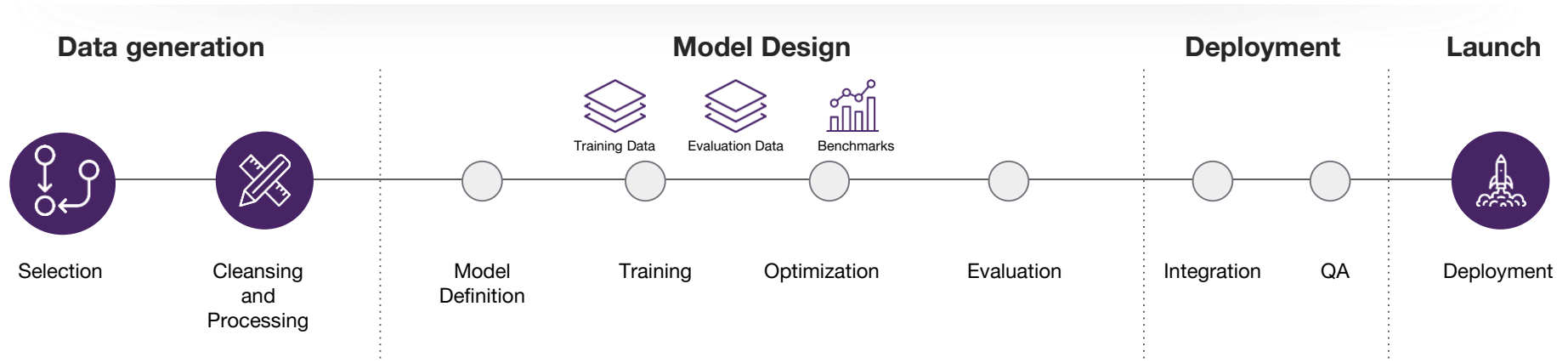
*How do we
continue to
build trust?*



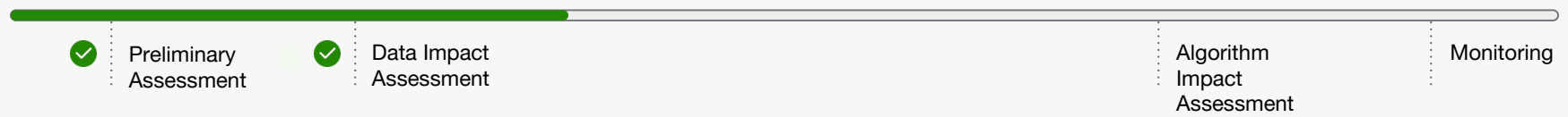
What is Responsible AI?



Model Building & Implementation



Data & Trust Office



Beta Assessment

	Preliminary Assessment (Idea)	Data Impact Assessment (Thinking/v0.1)	Algorithm Impact Assessment (Acting/v1.0)	Monitoring
Functional Group	<ul style="list-style-type: none"> Evaluate project's ability to meet Responsible AI framework criteria 	<ul style="list-style-type: none"> Complete DIA for applicable use cases Identify areas of potential data bias 	<ul style="list-style-type: none"> Complete assessment on model bias Outline explainability of model Identify monitoring activities 	<ul style="list-style-type: none"> Perform model evaluation Review outcomes for bias
Data & Trust Office	<ul style="list-style-type: none"> Provide guardrails and feedback 	<ul style="list-style-type: none"> Review DIA Assess ethical risks and bias associated with data use 	<ul style="list-style-type: none"> Review AIA Assess model risk for the deployment to production 	
(Data Management)	<ul style="list-style-type: none"> Review data feasibility 	<ul style="list-style-type: none"> Review DIA Assess data quality and verify metadata 	<ul style="list-style-type: none"> Review AIA Review output data 	
Outcome	Idea is endorsed and it can be explored in sandbox.	Data authorized to be used for experimenting and developing a model.	Model authorized to go into the production and be applied to TELUS customer or team member data.	

Model Definition

Data Generation

Optimization
Model Evaluation
Model Output

Integration

Architecture & Data Governance Executive Steering Committee

Enterprise Data Council

- Intelligence & Analytics
- Digital
- Procurement
- Data Strategy
- Security
- People & Culture
- Legal
- Data & Trust Office
- Data Operations
- Marketing
- Public Relations
- Customer First Advocate



Architecture Review Board

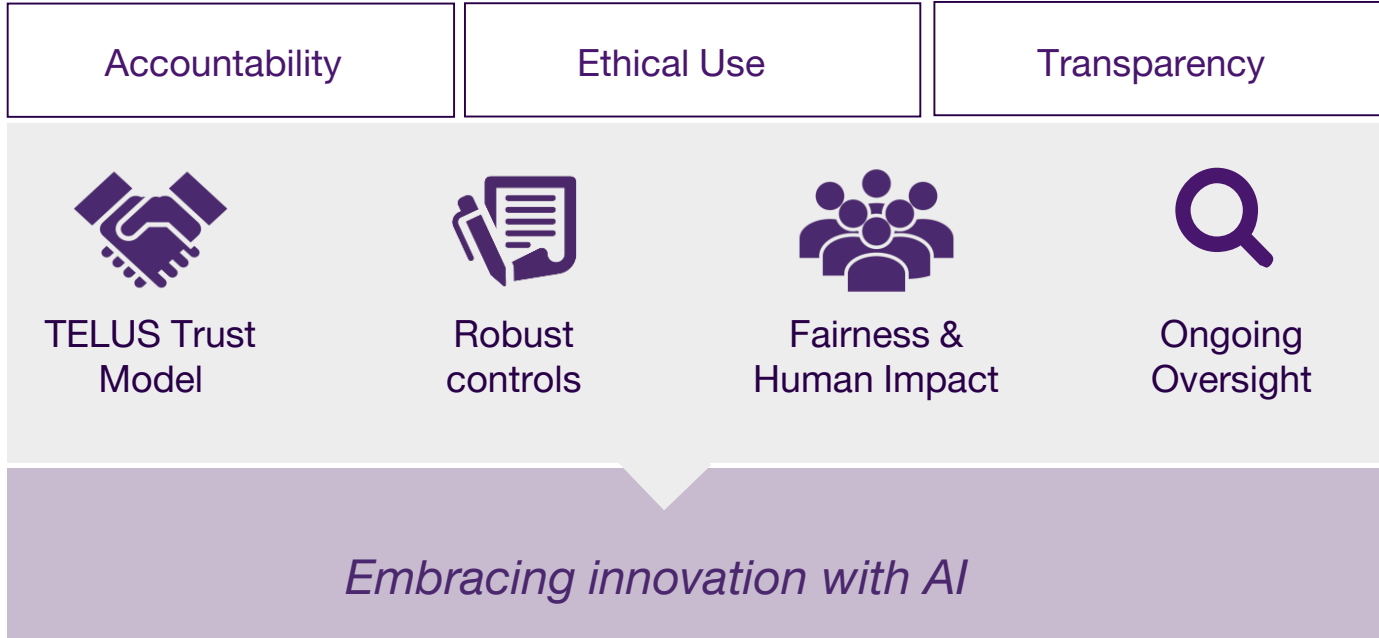
- Architecture
- Data & Trust Office
- Development
- Infrastructure
- Product Enablement
- Corporate Strategy
- Digital
- Project Management Office
- Procurement



Data Stewardship Forum

Responsible AI Framework

Data Governance Principles



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.** ”



We are committed to responsible AI

At TELUS, we recognize the transformative potential of innovations like Artificial Intelligence (AI). We believe that AI will augment human capabilities and help deliver better outcomes to build a friendlier future.

As part of our commitment to putting customers first, we deploy AI responsibly, following ethical principles. This means using data with integrity and in a way that protects privacy consistent with our [TELUS Privacy Commitment](#). It also means being transparent about how data is used. We aim to foster an environment where AI is a tool to drive the best customer experiences and improve our communities through social good initiatives.

AI has the potential to transform society, economic sectors and the human experience. Canada is poised to be a leader in AI, and the opportunity to capitalize on our potential is profound.

[Read more](#)



Thank you



the future is friendly.