

SERVICE OVERVIEW

Digital Ethical Risk Assessment

Cost effective review of ethical risks resulting from largescale data collection and deployment of digital solutions



 **Identify** digital ethical risks and sources

 **Prioritize** risk mitigation tactics

 **Get recommendations** for efficient adoption of strategies

Organizations are often being investigated by regulators and can be the objects of lawsuits for mishandling personal data. At the same time, they are deploying and developing artificial intelligence (AI) as part of digital transformations to survive and remain competitive. The result is increased reputational, legal, and regulatory risks. The regulatory environment for digital information is evolving and organizations should implement risk-based governance processes that focus on digital ethics in preparation for increased regulation of data collection, storage and use.

A Capgemini report found that 70% of customers expect organizations to provide AI interactions that are transparent and fair.¹

Important questions to be considered:

- How much time and resources does it take to respond to a regulatory investigation?
- How many millions of dollars are spent paying a fine if found guilty or negligent of violating regulations and laws?
- How many hundreds of millions of dollars does an organization needs to rebuild trust?
- How to attract sought-after talent that takes ethics seriously?

¹ <https://www.capgemini.com/news/ai-and-ethics-2020-report>

Case study

A large retail organization with vast amounts of data employed a large team of data scientists and engineers. There was a data governance program in place, including a data governance board, which owned the data risks of the organization, including regulatory and cyber risks. However, several ethical challenges had presented themselves and the board found themselves without a way to structure or document their deliberations and decisions.

OpenText worked with them to create an AI Ethics framework that included standards, methods of documentation, an articulation of role-specific responsibilities to maintain those standards, and established KPIs to track the scaling and sustainability of the framework.

OpenText's Digital Ethical Risk Assessment systematically and exhaustively addresses ethical risks that can lead to regulatory investigations and fines, lawsuits, and a damaged brand. Areas to be explored in this service include evaluating the following risk categories, all of which define key elements of a robust digital ethical risk program.

Identify digital ethical risks and sources

Potential ethical threats range from physical and mental harm to denying services such as loans and mortgages to those deserving of them, to gathering people's personal data and using it in ways to which they did not consent to deploying discriminatory machine learning algorithms. A company that is not organizationally aware of these compounding risks and where they come from, cannot address them.

Prioritize risk mitigation tactics

Some ethical risks are greater than others. It is important not only that organizations understand what their vulnerabilities are, but also which vulnerabilities risk near-term loss and which risk great losses, and the intersection of those two categories so that appropriate risk reduction measures can be taken immediately.

Be well-positioned to create a digital ethical risk program

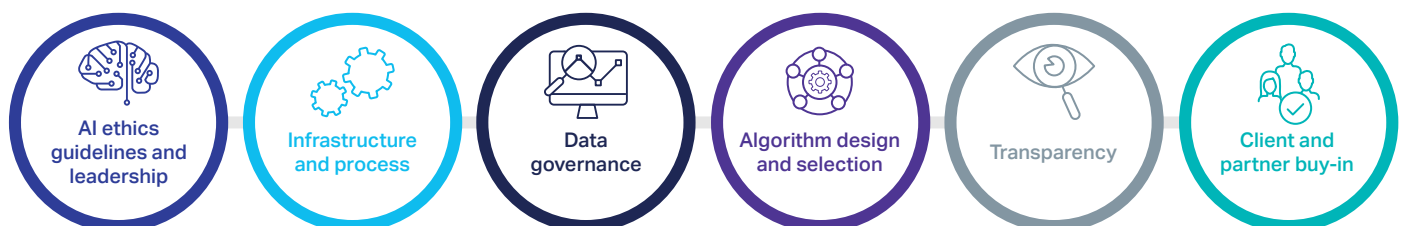
Organizations need digital ethical risk programs to systematically and exhaustively identify and mitigate their digital ethical risks. The program should not only cover IT, product developers, and data scientists, but also HR, marketing, and more. Upon completion of this risk assessment organizations are well positioned to take a systematic approach to protecting themselves from losses arising from digital ethical risks.

While many organizations are struggling to define AI ethics let alone operationalize it, OpenText has developed a clear methodology informed not only by those in cybersecurity and governance, risk and compliance, but also by team members that have deep expertise in ethics and digital ethics in particular. The OpenText teams have deep familiarity with, and contribute to, the most cutting edge research and best practices in data and AI ethics. No other organization has the experience in ethics combined with a cross-disciplinary approach.

Related services:

- [Building and Implementing an AI Ethics Framework](#)
- [AI Ethics Advisory Services](#)
- [Privacy Capabilities Assessment](#)
- [GDPR Discovery and Analysis Service](#)

Risk categories



More information

☰ Understanding the ethics of AI

📄 Four steps for drafting an ethical data practices blueprint

📄 A practical guide to building ethical AI

☰ NIST Privacy Framework – a focus on the identify function

A Digital Ethical Risk Assessment includes the following activities:

- Virtual meetings
- Reviewing relevant existing policies/procedures
- Individual interviews with key decision makers
- Focus groups with middle management
- Identifying internal and external stakeholders
- Recommendations on how existing OpenText solutions can be leveraged or integrated

For more information, please contact us at portfolioanalyticsPS@opentext.com

About OpenText

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