White House Releases Guidance on AI

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The White House recently released its [Blueprint for an AI Bill of Rights](#) in an effort to guide the discussion on the design, use and deployment of AI in systems that impact the American public. The Blueprint outlines the following five guiding principles:

- **Safe and Effective Systems:** Systems should be developed and monitored to ensure they are safe and effective. This should include independent evaluation and reporting.

- **Algorithmic Discrimination Protections:** Systems should be continuously monitored to protect against algorithmic discrimination. This may include equity assessments, disparity testing, and organizational oversight.

- **Data Privacy:** Privacy by design should guide the systems. Privacy protections should seek individual permission and respect choices made regarding the collection, use, access, transfer and deletion of data.

- **Notice and Explanation:** Use of AI should be explained in a manner that is clear, timely, and accessible.

- **Human Alternatives, Considerations, and Fallback:** Individuals should have the option to opt out of AI systems in favor of a human alternative.

This Blueprint is non-binding on companies and provides only a starting point on the discussion of how best to protect the American public from potential harms from the use of automated systems. A technical companion included with the Blueprint provides examples and steps companies can use to implement the principles.

Putting it Into Practice: While not binding, this blueprint is a reminder that AI is receiving increasing scrutiny, which we anticipate will continue in the United States and worldwide.

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