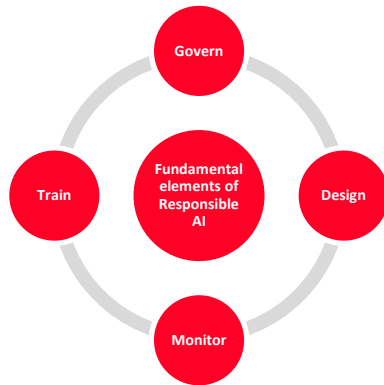


What is an Artificial Intelligence Privacy Assessment?

The concept of Artificial Intelligence (AI) refers to computing hardware being able to essentially think for itself and make decisions based on the data it is being fed¹.

An AI Privacy Assessment help your organization design its AI solution with privacy in mind and meet its privacy and security obligations with appropriate and applicable legislations.



➔ **Govern:** we create with you the right framework and ethical guardrails to build a responsible AI solution.

➔ **Design:** we help you design your AI solution - to be architected and deployed with trust built into the design.

➔ **Monitor:** we analyze, identify and resolve potential issues of privacy, accountability, bias, and cybersecurity in AI.

➔ **Train:** we train you and your employees to better develop your ethical and data protection skills.

When is Artificial Intelligence Privacy Assessment necessary?

Your organisation implements an AI system and needs or wants its tool to meet privacy and security obligations regarding the appropriate and applicable legislation(s).

Objectives

The main proposes of the AI Privacy Assessment are (1) to help your organization build trust in data privacy and security operations to mitigate the risks or harm of unintended consequences of its AI technology and (2) to manage your data governance by analyzing the privacy and security risks of it.

The related objectives are as follow:

- To help you build or implement responsible AI solution in compliance with privacy laws and data ethics.
- To mitigate your privacy and security risks and exploit valuable data.
- To prevent and respond to a data breach.
- To simplify your organisation's compliance, security, and privacy efforts.
- To educate employees to how responsible AI will be integrated into operations, design and why.

BENEFITS

- ➔ Improving your data governance, and so significantly reduce data risks and reach the full potential of your business.
- ➔ Eliminating scattershot approach to compliance obligations than may vary by jurisdiction and foreseeing potential issues, by using **Privacy by Design methodology**.
- ➔ Managing your **relationships with data processors**.
- ➔ Managing the **international data transfers** by adopting appropriate measures regarding your situation.
- ➔ Obtaining a valuable action plan to improve your **privacy & security compliance** regarding your AI solution.
- ➔ Building and improving trust and reputation of the organization with customers, employees, investors (...)
- ➔ Preventing sanctions and avoid costly fines: by implementing the right privacy measures, you are acting to help reduce your organization's risk of being issued a sanction.

¹ <https://www.techradar.com/news/what-is-ai-everything-you-need-to-know>

Elements of an Artificial Intelligence Privacy Assessment**➔ Phase 1. Planning and preparation**

The first step is a thorough planning exercise. This is required before initiating an AI Privacy Assessment to validate the scope of the assessment, identify key stakeholders, identify resource requirements and develop a realistic work plan.

To achieve these goals, Prudence AI will work with the organization to develop a detailed work plan, including clear objectives, a statement of scope, limitations and restrictions, required logistical arrangements, a detailed schedule and deliverables.

➔ Phase 2. Privacy by Design analysis and Legal review

Interviews and documentation on the AI solution are necessary to identify and understand the project, the privacy practices, technical and organisational measures in place to ensure privacy.

- ***The cybersecurity experts and privacy consultants at PRUDENCE AI will conduct the Privacy by design² analysis*** by providing client with an initial analysis of its AI Solution, looking at major privacy risks and mitigation strategies. This analysis will indeed provide your organisation the needed support to build privacy into the AI solution.
- ***The lawyers at PRUDENCE AI will conduct the Legal review*** by analysing legal contracts, documents, and policies in place in your organisation and linked to the AI Solution project and development. It will include data processing agreements, privacy policies, code of ethics...

The findings will be the subject of a report that will be delivery and presented to an audience to be defined. The details of the analysis and review will be attached, and the client will be provided with Privacy and legal advices to meet the applicable and relevant privacy legislation(s).

➔ Phase 3. AI & Privacy training

It is essential for relevant stakeholders to understand the AI and Privacy concepts and principles. Therefore, an AI & Privacy training is part of the AI Privacy assessment offer.

➔ Phase 4. Technical workshops: transforming the organization with AI

The AI experts at PRUDENCE AI can help your organisation identify and build proofs of concepts to implement potential AI applications within any organization. It will include AI demystification and training, call for ideas and ideation workshop(s), AI Project structuring workshops and data audit.

² internationally recognized concept where privacy considerations are baked into the design of a product, service or business process.