



WIG

The Whitehall & Industry Group
connecting the sectors



'Technology & Digital' Series

AI and the future of privacy

Expert Insight

We were joined by Ivana Bartoletti, Technical Director - Privacy, Deloitte, to discuss the challenges around privacy and ethics with the rise of AI technology adoption. She touched on points including:

- Asymmetry of power - companies are collecting and processing increasingly more individuals' data.
- Misuse of data - stories of excessive data extraction and accumulation alongside missed opportunities to use data for productivity and for the common good.
- The merging of digital and physical space - smart cities and immersive technologies are blurring the offline/online experience.
- How privacy and ethics intersect.
- Privacy by design in AI - it needs to have purpose, justice and fairness, and human centered values.



Presentation Spotlight

"Many of the projects of AI fail because there is no clarity over the purpose and the value alignment is not there"

"The journey requires you to ask yourself: what am I doing, what is my objective, and not just for the organisation but for everyone, people, employees, and the environment.

How do you achieve justice and fairness, meaning being transparent, privacy minded, while also maintain human centered values enabling transparency, explainability."

Our members' questions

The attendees raised a number of important questions, some of the issues discussed included:

- What levers individuals can pull to invoke the "laws that are there already".
- Whether privacy can be solved by applying federated machine learning methods.
- The difference between transparency and explainability and where some industries may need to shift focus.
- Whether we will see a world where privacy by design is driven by the consumer and not consultancies/law firms.
- The impact of Brexit on data and privacy.
- The role of privacy in responsible AI.

WIG members can listen to Ivana's presentation [here](#)
To see our full programme of webinars, visit www.wig.co.uk