São Paulo Brazil Regional Compliance & Ethics Conference

Privacy is about trust

4th Industrial Revolution
Digital Economy

Data-Driven Economy
The world is increasingly complex.

- Users' expectations
- Innovation pace
- "Born in the cloud" competition
- Highly connected devices
- Workplace mobility
- Laws and regulations
+200 Cloud services
+1M servers
+$15B infrastructure investment
+$1B security investment
+1B customers
140 countries in the world

Earning Trust in a Cloud-First World

At Microsoft, we never take privacy for granted

• We live by principles and practices designed to earn customer confidence.
• We seek to strike the right balance between using data to create intelligent, personal experiences, and providing advanced data analytics, while also maintaining security and privacy.

Our customers and society expect us to maximize the value of technology while also preserving the values that are timeless.

– Satya Nadella
A trusted, responsible and inclusive cloud

Data privacy
Cross-border data flow
Reliable cloud services
Up-to-date cybercrime prevention
International regulation on cybercrime
Preparing for the world of tomorrow

Preparing for the world of today
AI isn’t just another piece of technology. It could be one of the world’s most fundamental pieces of technology the human race has ever created.
— Satya
Computers Understanding the World

Perception
- Vision
- Speech

Comprehension
- Language
- Knowledge

The Promise of Artificial Intelligence

- Education
- Healthcare
- Transportation
- Agriculture
Microsoft’s Vision:
Design AI to amplify human ingenuity
Microsoft’s aim:

Make AI available to everyone

We are pursuing AI to empower every person and every institution ... so that they can go on to solve the most pressing problems of our society and our economy.

– Satya Nadella, CEO, Microsoft

Microsoft’s AI Capabilities

AI Platform

Infusing AI

Business solutions
Principles, Policies and Laws for Responsible AI

Design AI to Earn Trust

- Fairness
- Reliability & Safety
- Privacy & Security
- Inclusiveness
- Transparency
- Accountability
Fairness

Understand how bias can be introduced and affect recommendations

Attract diverse pool of AI talent

Develop analytical techniques to detect and eliminate bias

Human review and domain expertise

Reliability & Safety

Evaluate training data

Test extensively (and enable a user feedback loop)

Monitor ongoing performance

Design for unexpected circumstances—including nefarious attacks

Human in the loop
Inclusiveness

Inclusive design practices to address potential barriers that could unintentionally exclude people

Enhances opportunities for those with disabilities

Build trust through contextual interaction

EQ in addition to IQ

Privacy & Security

Existing privacy laws (e.g. the General Data Protection Regulation) apply

Provide transparency about data collection and use, and good controls so people can make choices about their data

Design systems to protect against bad actors

Use de-identification techniques to promote both privacy and security
Transparency

People should understand how decisions were made

Provide contextual explanations

Make it easier to raise awareness of potential bias, errors and unintended outcomes

Accountability

People must be accountable for how their systems operate

Norms should be observed during system design and in an ongoing manner

Role for internal review boards
Policy Considerations

Enable broad deployment and continued innovation:

• Multi-stakeholder dialogues
• Practical principles for trustworthy and human-centered AI
• Sharing of best practices
• Funded research & development
• Data availability
• Skills training
• Modernized social safety net
• A regulatory environment that fosters AI innovation

Ensuring AI Empowers Us All
Amplifying the discussion

A Cloud for Global Good

A roadmap to a trusted, responsible, and inclusive cloud

The 2018 Update

Policy roadmap
Read policy considerations and recommendations for creating a framework of laws that extend the benefits of the cloud to all

- Trusted Cloud
- Responsible Cloud
- Inclusive Cloud

www.microsoft.com/cloudforgood
The Future Computed
https://news.microsoft.com/futurecomputed
- Principles for IA
- AI and society
- Ethical questions

Microsoft Trust Center
www.microsoft.com/trustcenter
- Microsoft commitments
  - GDPR
  - Cloud Act
- Digital Transformation
- Digital Geneva Convention
Microsoft Corporate Social Responsibility

- “Empowering people” (Law Enforcement)
  - Strengthening communities
  - Protecting our planet

www.microsoft.com/transparency