

São Paulo Brazil Regional Compliance & Ethics Conference

Privacy is about trust

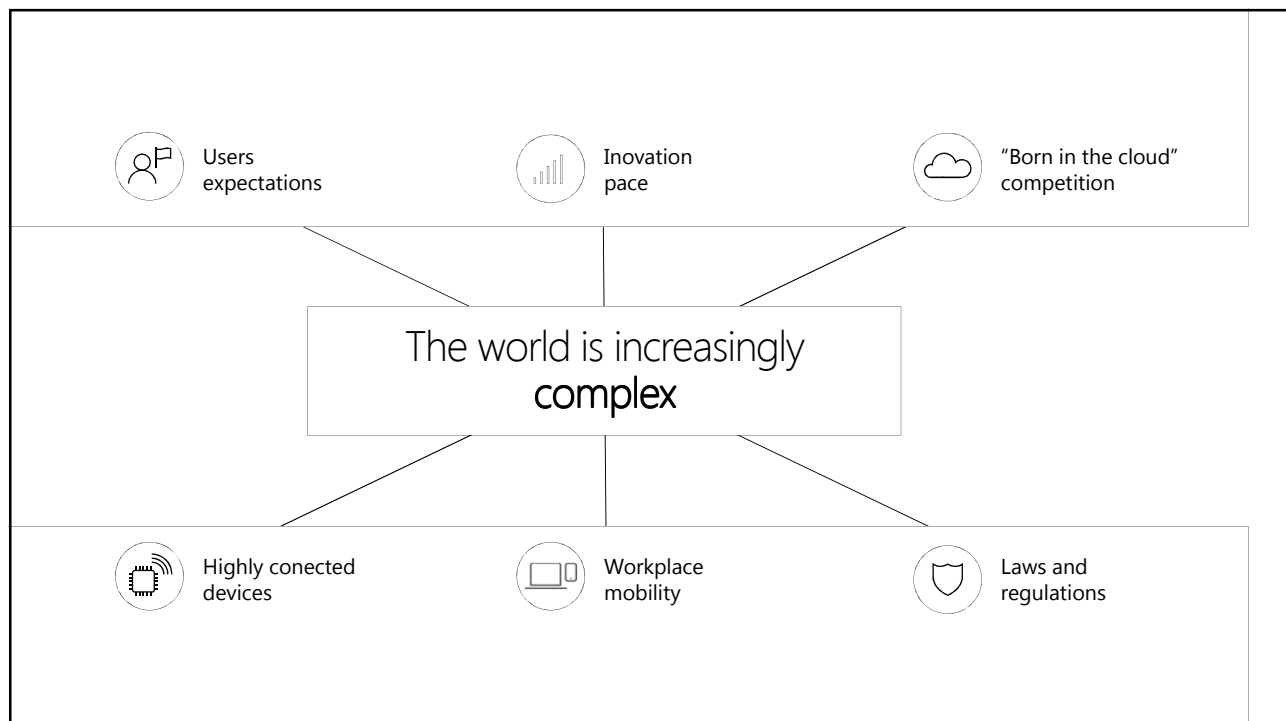
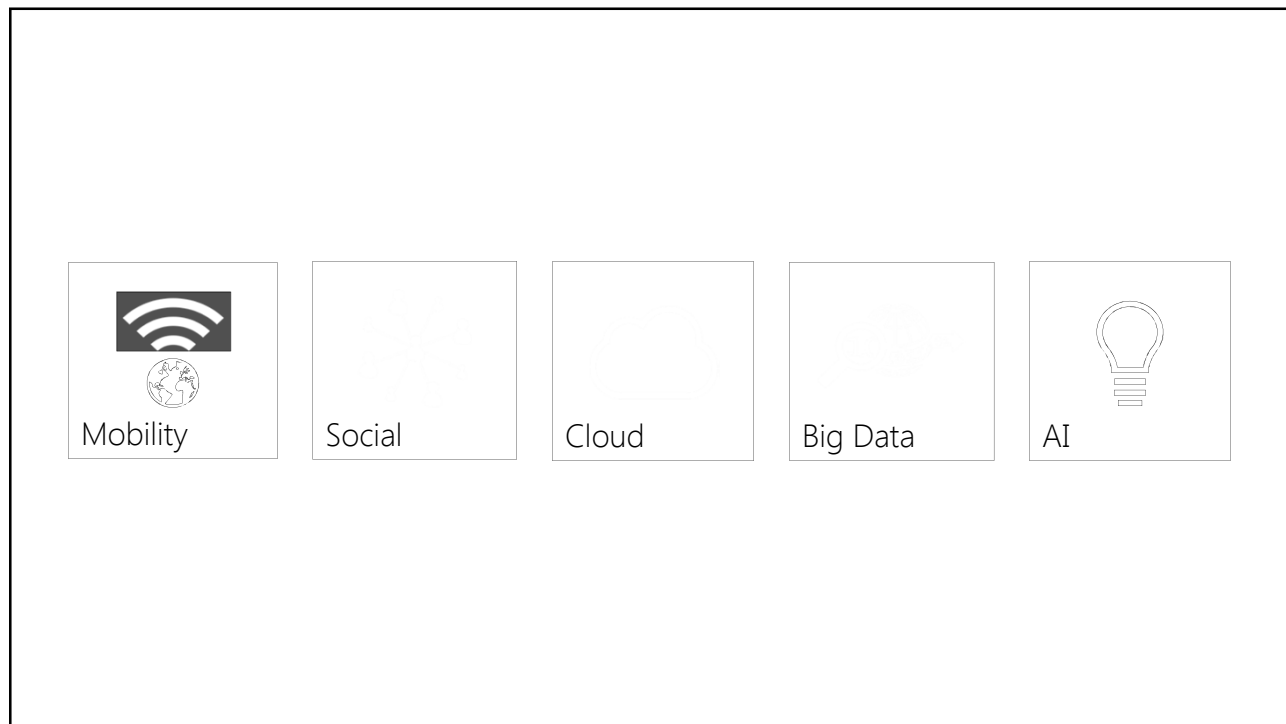
Alessandra Del Debbio
Assistant General Counsel – Microsoft, Brazil
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Policy Lead – Microsoft, Brazil



4th Industrial Revolution

Digital Economy

Data-Driven Economy



+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

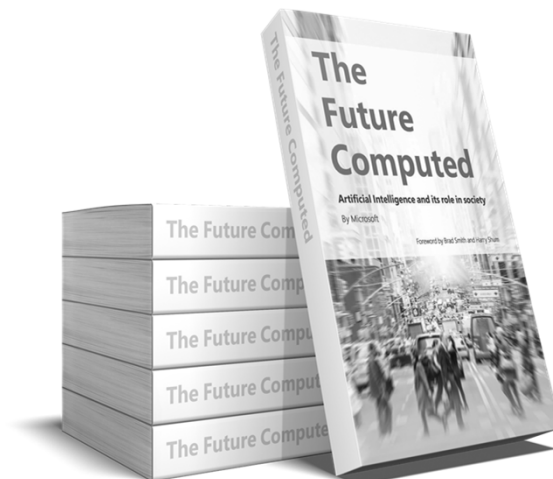
Preparing for the world
of today

Realizing the Promise of AI



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

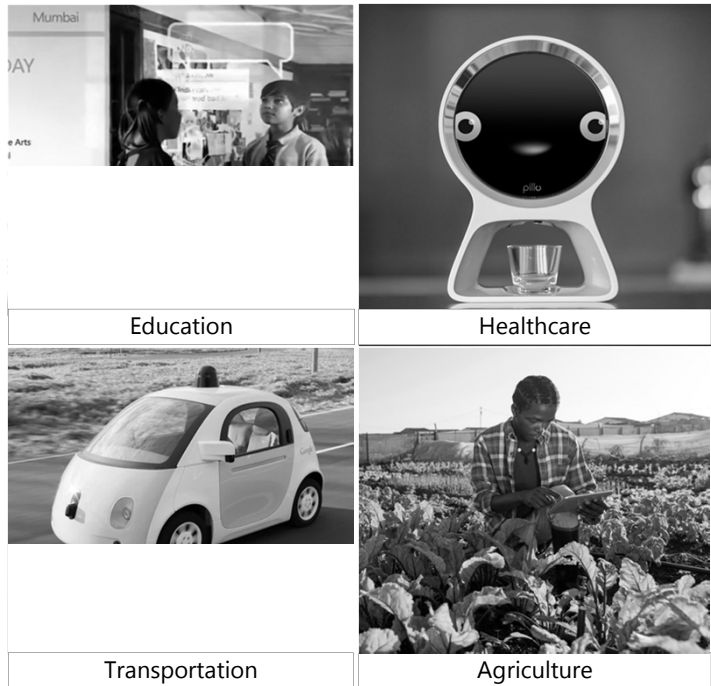


Computers Understanding the World



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The Promise of Artificial Intelligence





Microsoft's Vision:

Design AI to amplify
human ingenuity



Reasoning



Understanding



Interacting

Microsoft's aim:

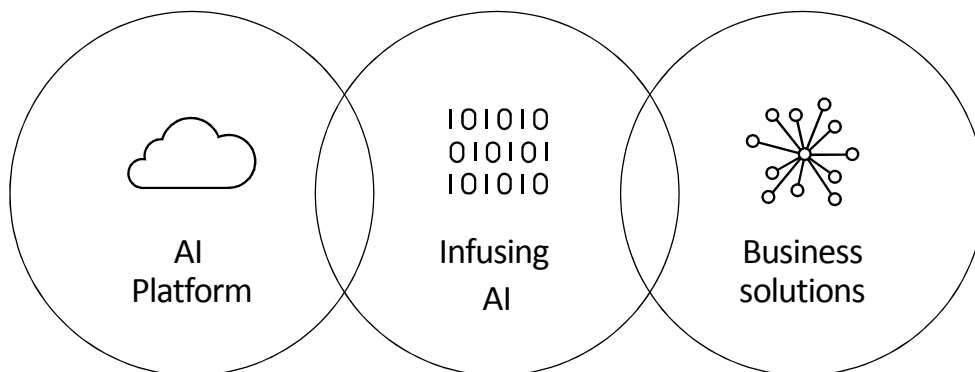
Make AI available to everyone



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

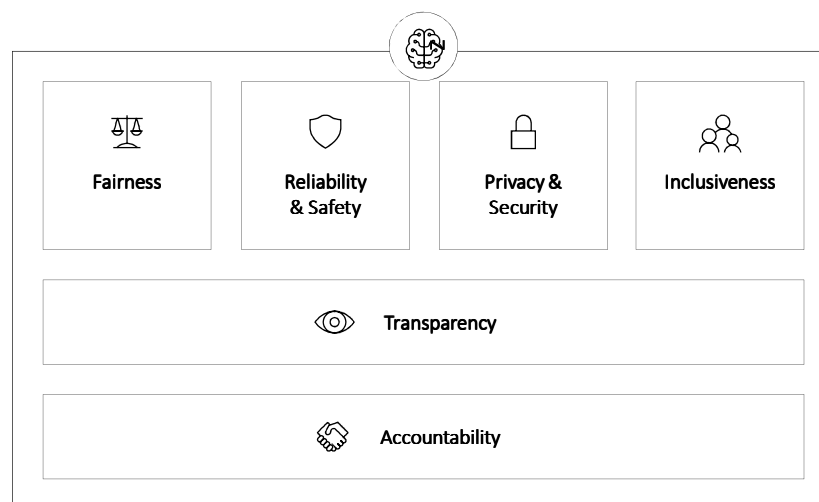
Microsoft's AI Capabilities



Principles, Policies and Laws for Responsible AI



Design AI to Earn Trust



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

The New York Times *Facial Recognition Is Accurate, if You're a White Guy*

By STEVE LOHR FEB. 9, 2018



Gender was misidentified in up to 1 percent of lighter-skinned males in a set of 385 photos.

Gender was misidentified in up to 12 percent of darker-skinned males in a set of 318 photos.



Gender was misidentified in up to 7 percent of lighter-skinned females in a set of 296 photos.

Gender was misidentified in 35 percent of darker-skinned females in a set of 271 photos.

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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



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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



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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



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Transparency

People should understand how decisions were made

Provide contextual explanations

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



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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

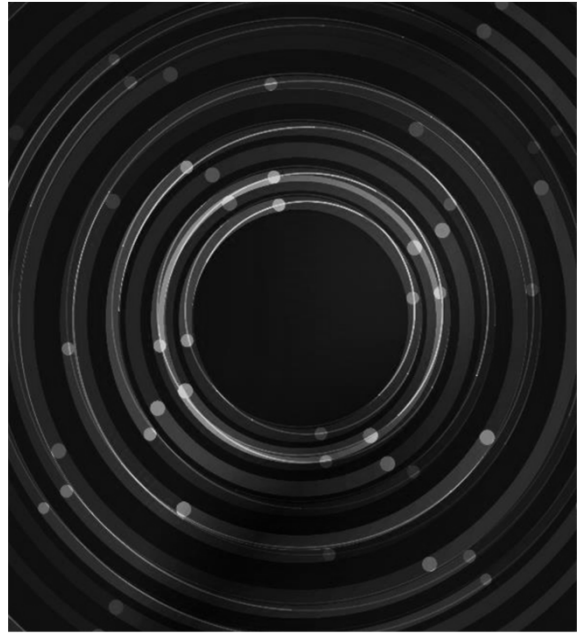


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Policy Considerations

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



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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



A Cloud for Global Good

www.microsoft.com/cloudforgood

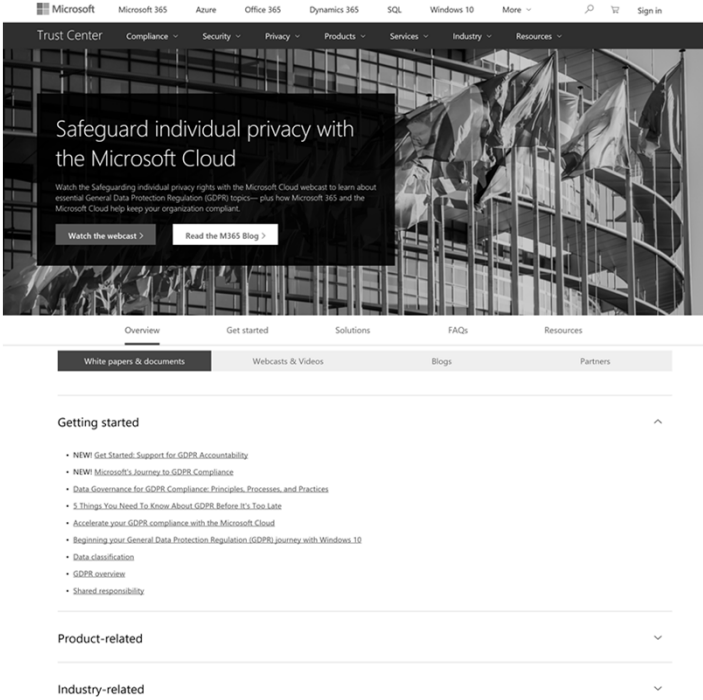
- Trusted Cloud
- Responsible Cloud
- Inclusive Cloud



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

www.microsoft.com/en-us/about/corporate-responsibility

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

www.microsoft.com/transparency

