

São Paulo Brazil Regional
Compliance & Ethics Conference

Privacy is about trust

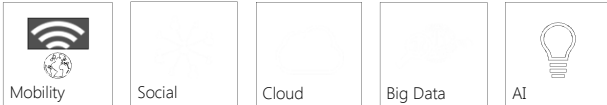
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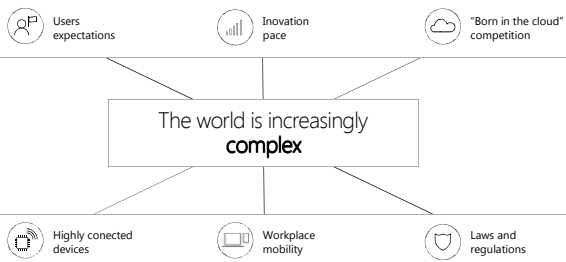


4th Industrial Revolution


Digital Economy

Data-Driven Economy





- +**200** Cloud services
- +**1M** servers
- +**\$15B** infrastructure investment
- +**\$1B** security investment
- +**1B** customers
- 140 countries** in the world




A cloud-shaped graphic with a checkered border, containing logos for various Microsoft services: Microsoft Azure, Microsoft Dynamics CRM Online, Microsoft Intune, Office 365, Bing, XBOX, Skype, and msn.

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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

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A trusted, responsible
and inclusive cloud


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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



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Computers Understanding the World

Perception

 Vision

 Speech

Comprehension





 Language

 Knowledge



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The Promise
of Artificial Intelligence

 Education	 Healthcare
 Transportation	 Agriculture



Microsoft's Vision:
Design AI to amplify
human ingenuity

	
	
	
 Reasoning	 Understanding
 Interacting	

Microsoft's aim:

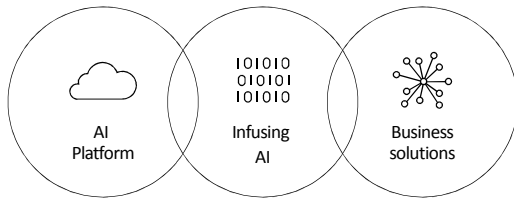
Make AI available to everyone



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

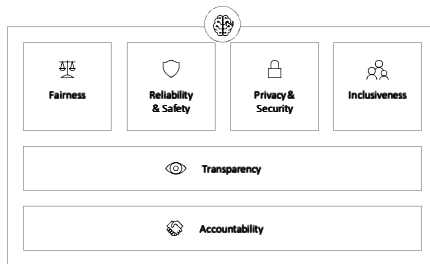


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Principles, Policies and Laws for Responsible AI



Design AI to Earn Trust



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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



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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

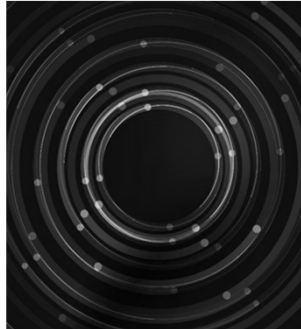


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Policy Considerations

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

