

# AI 101: Responsible AI

## VIDEO TRANSCRIPT

What is responsible AI?

Imagine you're driving on the freeway. There's a slowdown up ahead. So you... slow down. What about after it clears up? Will you stay at a slow speed – just in case at some point traffic goes more slowly again? Of course not. You'll drive fast again, knowing that if you need to use the brakes – you will.

Those brakes do for your car what responsible AI does for your business. It lets companies implement AI at scale with confidence – knowing responsible AI can help avoid problems up ahead or even course correct, all by making transparent, trustworthy decisions.

Companies using AI to help identify and recruit candidates run the risk of perpetuating inherent biases in the data – drawing on practices that might have skewed to one group or another in the past. But responsible AI can help them recruit and consider a broader pool of qualified candidates.

We hope this was a fair representation of responsible AI.