Leveraging AI to Improve IG – And Vice Versa!

AIIM True North

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Agenda

- How AI Can Support RIM and IG
- How AI Can Go Bad
- How IG Can Improve AI

How AI Can Support RIM and IG

How AI Can Support RIM and IG

- Pattern recognition, e.g., SIN or SSN
- Textual analysis – natural language processing
- Metadata and pattern analysis
- Contextual and usage pattern analysis
- Leverage previous efforts to identify PII
  - Locations
  - Patterns of usage

Identifying PII, PHI, Etc.

- Use AI to analyze document contents
  - As they come into the organization
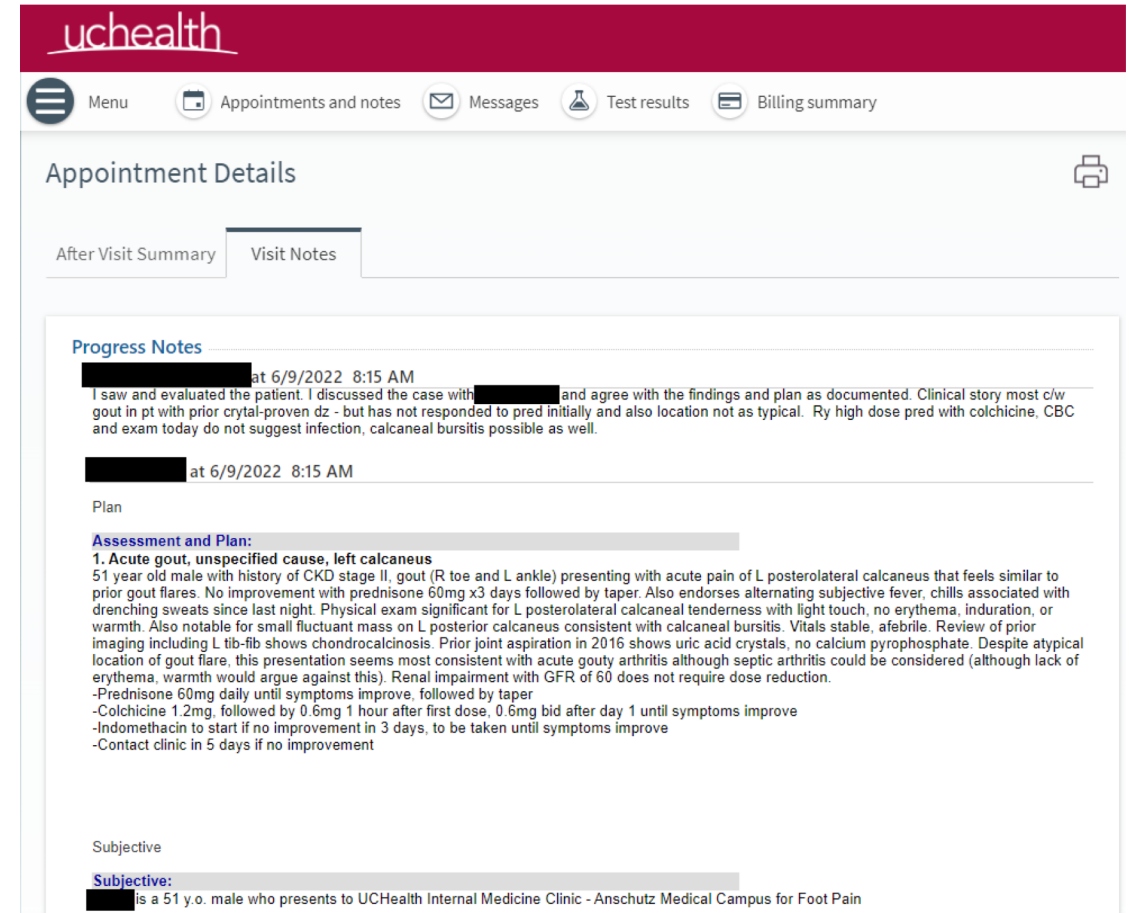 - Legacy information stores like file shares

Automated Classification

Analyze document contents, context to identify potential classification target, metadata values

Automated Redaction or Anonymization

- Leverage pattern recognition to identify terms that need to be redacted or anonymized

File Share Cleanup

- Use AI to <u>confirm the absence</u> of PII, PHI, etc. in a particular folder or location

- Combine with usage reports, e.g., a particular folder hasn't been accessed by anyone in 11 years

- As part of a migration, use AI to remediate file-level metadata

How AI Can Go Bad

IEEE Spectrum | The Dutch Tax Authority Was Felled by AI—What Comes Next?

Q Type to search

The Dutch Tax Authority Was Felled by AI—What Comes Next? › European regulation hopes to rein in ill-behaving algorithms

BY RAHUL RAO | 09 MAY 2022 | 4 MIN READ |

The Dutch Tax Authority and AI

- Families file claim with Dutch Tax Authority

- AI used to vet claims for signs of fraud

- Humans were to review potentially fraudulent claims

- But humans got busy….
  - And there was bias in the model
  - And there was no due process once the humans rubber-stamped the decision

Limited Data Sets

- How many different things are there on the road for drivers to be aware of?

Self-Driving Uber Hits, Kills Pedestrian in Arizona

The Uber vehicle was operating in autonomous mode with a human behind the wheel in Tempe, Arizona, when the incident occurred overnight.

By Angela Moscaritolo   March 19, 2018
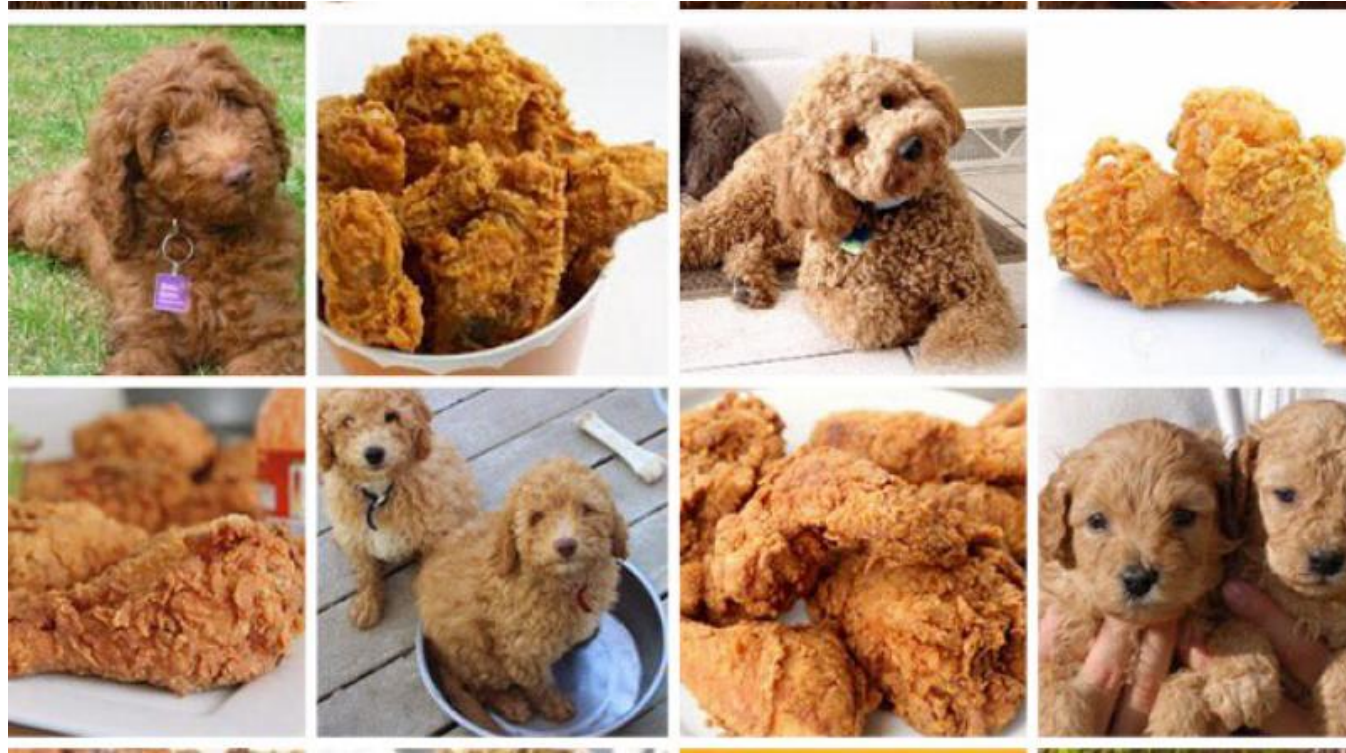
How IG Can Improve AI

Improve Data Quality

- Garbage in, garbage out
- Using AI to tag & apply metadata can help…to a point
- Better: put effective IG processes in place at the front end

Better Representation

- Is the data representative of the decisions to be made?
- How can you test it?
- How many different use cases can you feasibly test?

Think Through the Use Cases
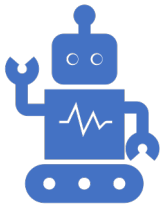
Is AI the right tool for the job?

"AI" means lots of things….

Are there privacy or security considerations?

Who should be involved in the discussion?

Business

RIM/IG

Legal

The ones implementing AI

Use Synthetic Data

- Synthetic data is just that
- No privacy issues because it's not real data
- Perfect metadata because it's created at the time the data is

Completely Synthetic Data

```
emp_id, emp_first, emp_last, emp_dob, emp_sin, emp_strad1, emp_strad2, emp_city, emp_prov, emp_PC


0000001, John, Smith, 01011970, 123456789, 123 Anywhere St., , Ottawa, ON, K1B 0A0
0000002, Jane, Smith, 01011971, 234567890, 234 Anywhere St., , Ottawa, ON, K1B 0A0
0000003, Tom, Thumb, 01011972, 345678901, 345 Anywhere St., , Ottawa, ON, K1B 0A0
```

Synthesis by Disjunction

```
emp_id, emp_first, emp_last, emp_dob, emp_sin, emp_strad1, emp_strad2, emp_city, emp_prov, emp_PC
```

```
0000001, John, Smith, 01011970, 123456789, 123 Anywhere St., , Ottawa, ON, K1B 0A0
0000002, Jane, Smith, 01011971, 234567890, 234 Anywhere St., , Ottawa, ON, K1B 0A0
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```

Focus on Transparency

- Any use of AI should be transparent
  - What it's used for
  - How it came to its recommendations
- The role of the "human in the loop"

Questions?

Thank you!

For More Information

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