

Welcome

Understanding AI:
Wayfinding in the
new world of tech-
enabled investing.



Public
Trust

150
1813-2023
150 Years of Public Trust

Deloitte.

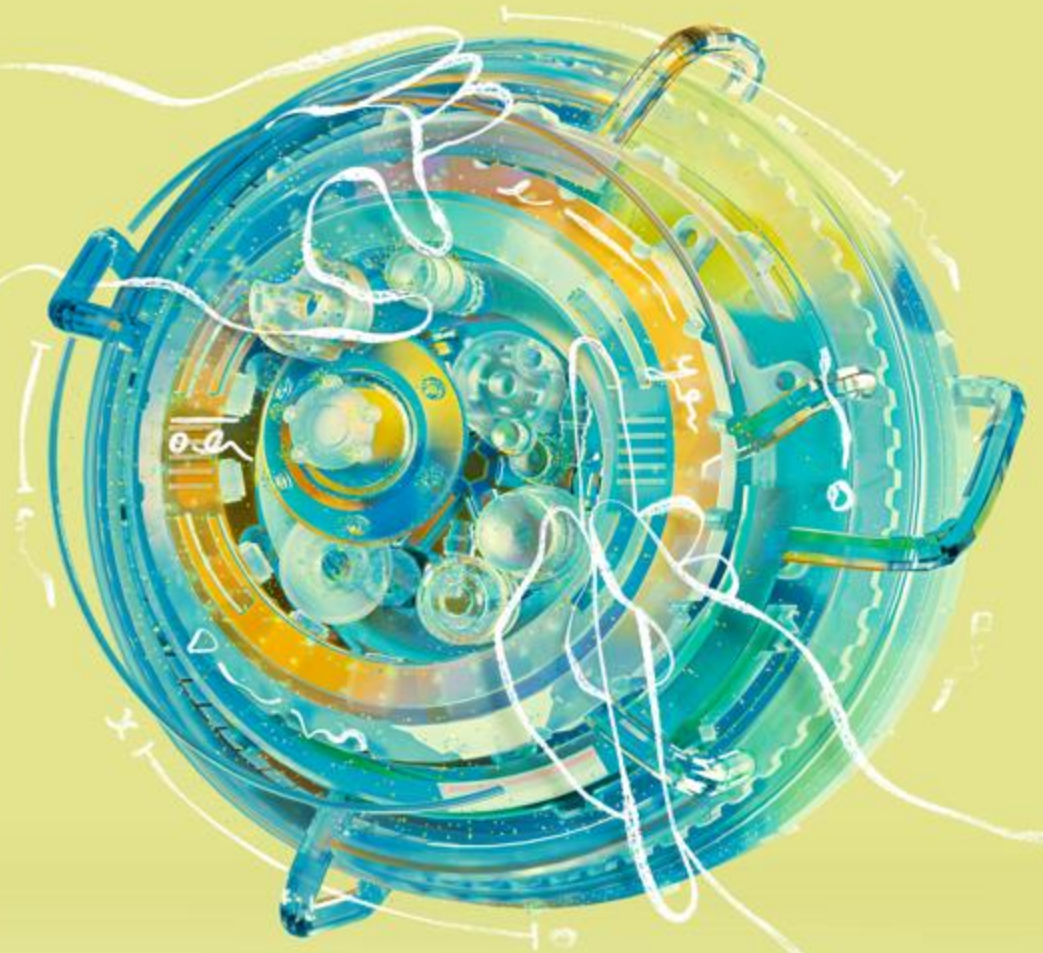


26 SEPTEMBER 2023

Generative AI

Dr. Amanda Williamson
Mariette van Niekerk

Deloitte.
Digital



What do you think of when you think of AI?



Scope for today



Generative AI 101



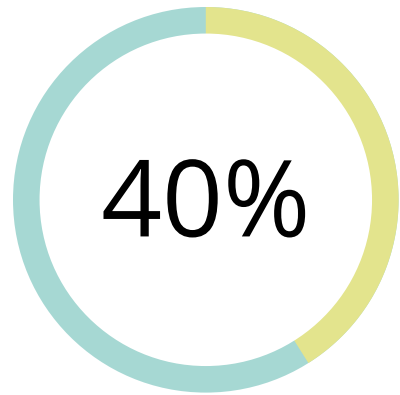
Managing risks and responsible AI



Art of the possible

- Content creation
- AI Assistant
- Personalised Service

Productivity Enhancer

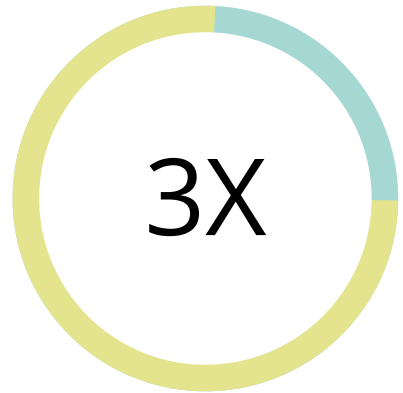


New **productivity** improvements realised in writing, research and coding, in 2023

Impacting key industries



A way of life for 'Generation AI'



Younger workers are three times more likely to use Gen AI compared with mid **career workers**

The background is a solid teal color. Overlaid on this are several white, hand-drawn scribbles. One prominent scribble in the upper center resembles a brain with several small circles on its surface. Another scribble to the right looks like a hand with fingers spread. There are also several long, wavy lines and loops scattered across the page, suggesting movement or neural activity.

What is Gen AI?

What is it?

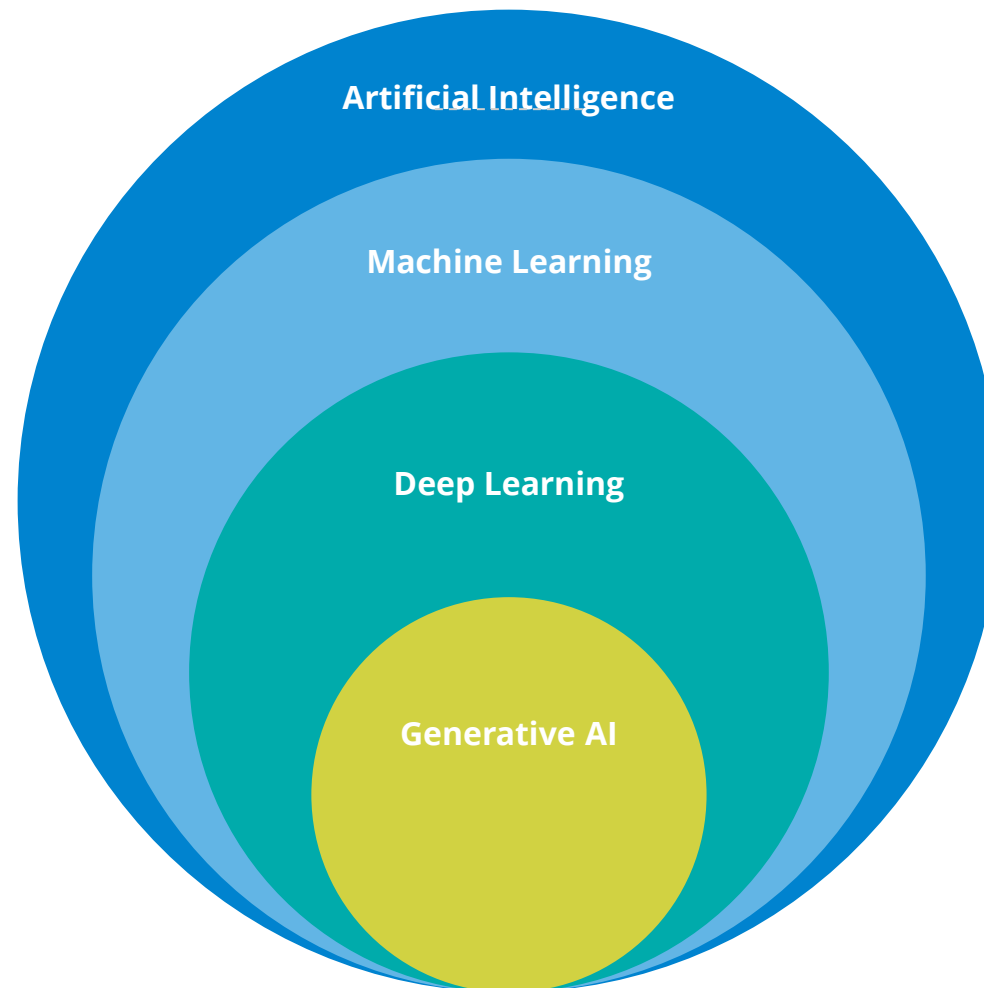
Computer systems performing tasks typical of *human* intelligence

Simulate human intelligence

Learn and make predictions from data

Extract complex patterns from data

Create new content, such as images, text, or code



Analyse



Do



Listen



Speak



See



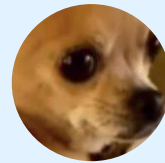
Create

Generative AI changes the economics of implementing AI

Foundation models are more accessible as they require less upfront cost and data compared to traditional machine learning models

Discriminative

Classifies



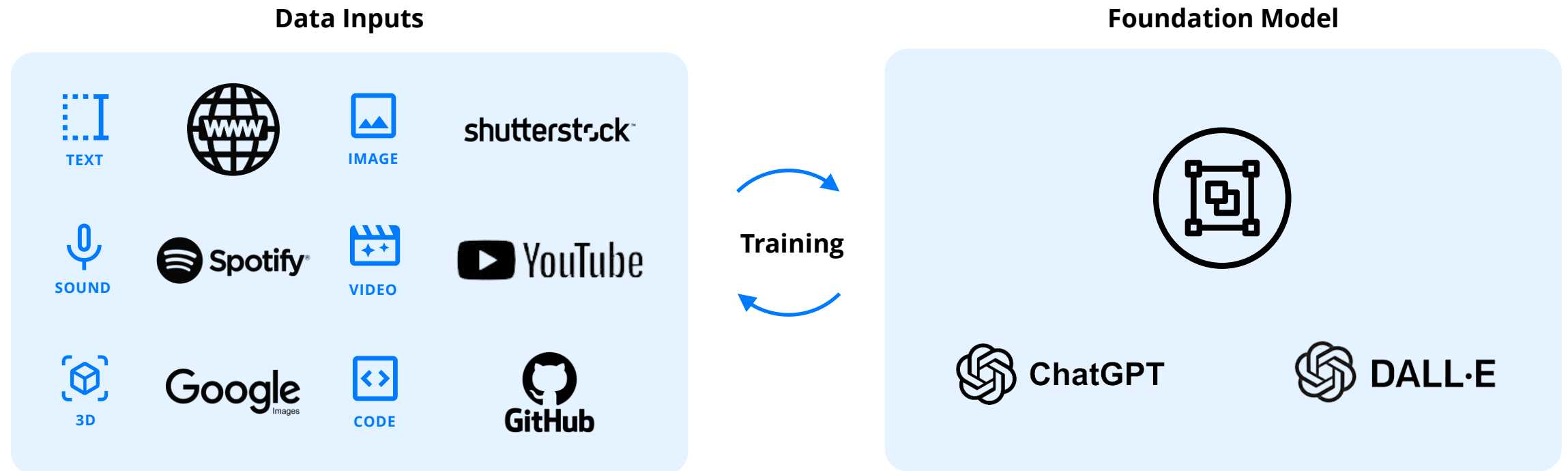
"DOG!"

Generative

Generates



Foundation Models are created from massive datasets



Involves learning the fundamental patterns relevant to input, to manufacture similar content.



Managing risks and responsible AI



What can go wrong with AI?

Tay, Microsoft's AI chatbot, gets a crash course in racism from Twitter

Attempt to engage millennials with artificial intelligence backfires hours after launch, with TayTweets account citing Hitler and supporting Donald Trump



Meta AI Bot Contributed to Fake Research and Nonsense Before Being Pulled Offline

Share   

 **Nikki Main**
Published 4 months ago: November 23, 2022 at 8:25 am - Filed to: ACADEMICDISCIPLINES



AI NEWS



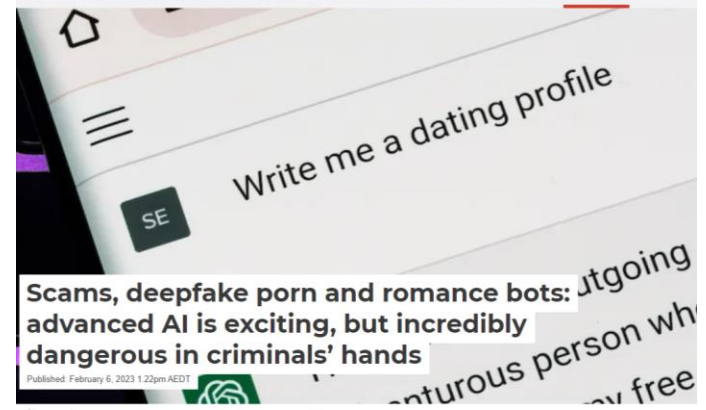
Medical chatbot using OpenAI's GPT-3 told a fake patient to kill themselves



THE CONVERSATION

Academic rigour, journalistic flair

Arts + Culture Books + Ideas Business + Economy Education Environment + Energy Health Politics + Society Science + Tech




AI Image Generators Routinely Display Gender and Cultural Bias


One researcher's simple tool shows how Stable Diffusion depicts stereotypes such as all-male engineers and 'modest'

By **Kyle Barr** | Published November 1, 2022 | Comments (20) | Alerts




Key Risks of *GenAI*


 **Risks**
As with any technology, GenAI can pose certain risks to be aware of



Privacy

User Input Risks


Inaccuracy


Bias


IP Violation


Unethical Use

AI Output Risks

Algorithm Governance – International context

International

- [OECD Principles on AI\(2019\)](#)
- [Global Partnership on AI\(GPAI\)](#)
- [IOSCO Consultation Report: Mechanisms for Trading Venues to Effectively Managing Electronic Trading Risk\(2015\)](#)
- [IOSCO Consultation Report: Guidance of Cyber Resilience for Financial market Infrastructure\(2015\)](#)
- [IOSCO Consultation: Mechanisms Used by Trading Venues to Manage Extreme Volatility and Preserve Orderly Trading\(2018\)](#)
- [FX Global Code of Conduct\(2017\)](#)
- [Anti-Discrimination Laws](#)
- [Employment Rights](#)

North America

- [Consumer Privacy Protection Act\(Canada\)](#)
- [Algorithmic Accountability Act\(proposed\)](#)
- [FDA White Paper - Proposed Regulatory Framework for Modifications](#)
- [SR11-7: Guidance on Model Risk Management\(2011\)](#)
- [FINRA Regulatory Notice15-19;16-21](#)
- [CSA National Instrument 23-103: Electronic Trading](#)
- [IIROC Notice on Provisions Respecting Electronic Trading\(2012\) to AI/ML based software\(2019\)](#)
- [California Consumer Privacy Act\(CCPA\)\(2020\)](#)
- [SEC Rule 15c3-5 Market Conduct](#)
- [DFS Life Insurance Circular Letter](#)

EMEA

- [EU Artificial Intelligence Act \(2021\)](#)
- [General Data Protection Regulation \(2016\)](#)
- [MiFID II RTS 6 \(2017\)](#)
- [Digital Service Act \(2020\)](#)
- [BaFin Circular 06/2013 \(BA\) – Requirements for Systems and Controls for Algorithmic Trading and Institutions](#)
- [BaFin High Frequency Trading Act Market Abuse Regulation \(2016\)](#)
- [Central Bank of Bahrain – Digital Finance Advice Directive \(2019\)](#)

APAC

- China
- [Provisions on the Administration of Algorithms Recommendations for Internet Information Services \(2022\)](#)
- Singapore
- [Singapore MAS Technology Risk Management Guidelines \(2013\)](#)
 - [Personal Data Protection Act \(2012\)](#)
- New Zealand
- [The Privacy Act \(2020\) and Algorithm Charter \(2020\)](#)
- Japan
- [Personal Information Protection Commission \(2016\)](#)

Australia

- [The Consumer Data Right\(CDR\) FOR Energy \(late 2022\)](#)
- [Australia's Artificial Intelligence Ethics Framework\(2019\)](#)
- [Digital NSW AI Strategy; AI Ethics Policy and AI Assurance Framework\(2022\)](#)
- [The Privacy Act\(1988\)](#)
- [Competition and Consumer Act\(2010\)](#)
- [Australian Human Rights Commission Using artificial intelligence to make decisions: Addressing the problem of algorithmic bias\(2020\)](#)
- [Australian Competition and Consumer Commission\(ACCC\) Preliminary Report on Digital Platforms recommending an 'Algorithms Regulatory Authority' \(2019\)](#)

Colour Code

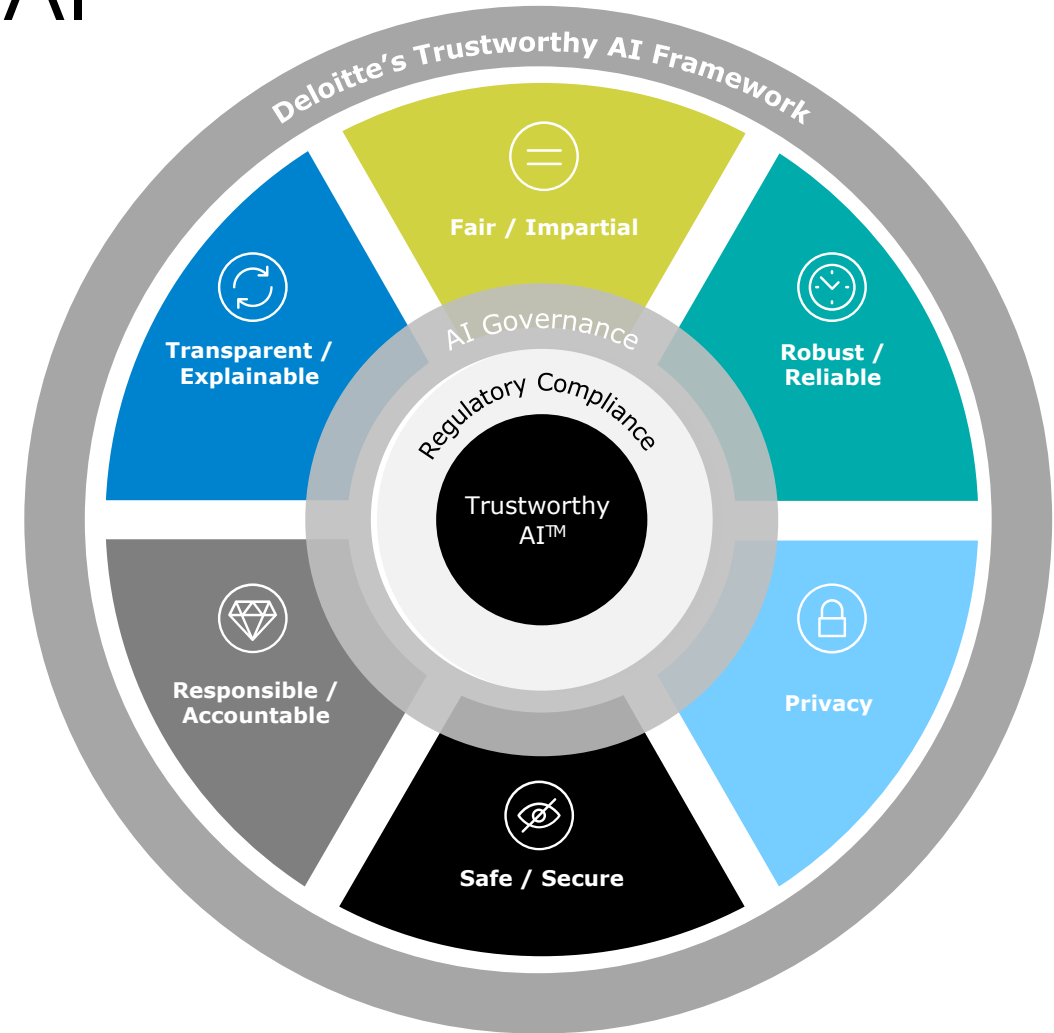
[Primary Applicable Regulations/Guidelines](#)
[Peripheral Regulations/Guidelines](#)

Source: [AI Strategies and Policies in New Zealand - OECD.AI](#)

A safeguard: *Trustworthy AI*

Trustworthy AI is a socio-technical ecosystem that is **ethical, lawful** and **technically robust**.

It is achieved through **governance** and **management of AI risks** across **people, processes** and **technology**.



Guiding Principles for GenAI



The Human Touch

Keep the **human in the loop!**



Truth Testing

To counter 'hallucination' risk human **fact-checking** processes need to be in place to confirm accuracy of GenAI content.



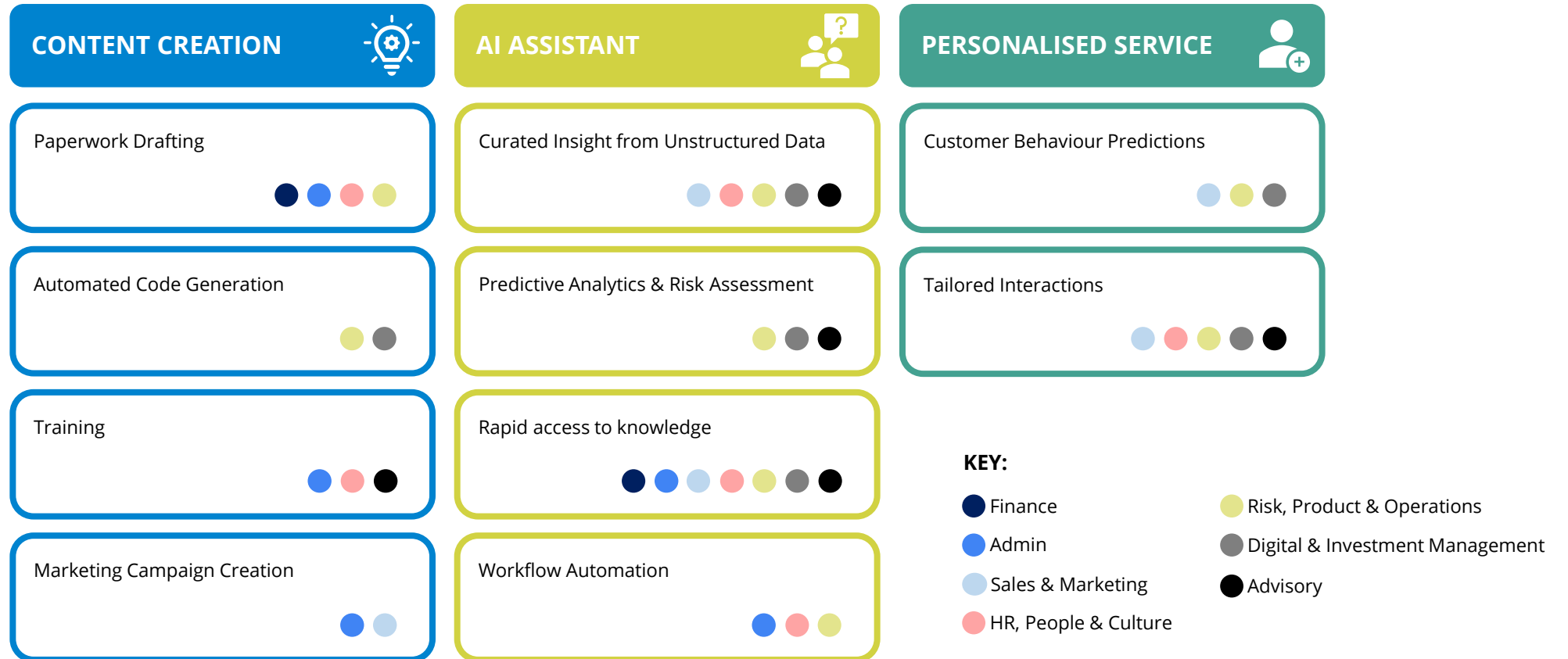
Empower Efficiency

Repetitive, low complexity, low risk tasks are appropriate testing ground for GenAI solutions.



Explore what's Possible & Understand GenAI Use Cases

Artificial Intelligence Solutions



Content Creation



GenAI to Paperwork Drafting

Source: Robin AI



Project Apollo Last edited just now Clean Version Download Ready for Negotiation ? HG

MUTUAL NON-DISCLOSURE AGREEMENT

This Confidentiality Agreement (**Agreement**) is made on 2023-05-04 (**Effective Date**) between:

Business Co Limited (company registration number 123456789) having its registered address at 8 Devonshire Square, London; and

Corporate Company LLC (company registration number 987654321) having its registered address at 123 Street, Ne;

Each a "party", and together the "parties".

BACKGROUND

The parties have been in discussions or intend to enter into discussions concerning a potential business relationship (the **Potential Relationship**).

The parties are willing to disclose Confidential Information to each other solely for the purpose of allowing each party to review and consider the Potential Relationship (the **Permitted Purpose**).

In consideration of the mutual benefits of sharing the Confidential Information, the parties have agreed to comply with the following terms.

TERMS

1. DEFINITIONS

For the purposes of this Agreement, the following expressions shall have the following meanings:

Effective Date*
04/05/2023

Party 1: Name*
Business Co Limited

Party 1: Company Registration*
123456789

Party 1: Address*
8 Devonshire Square, London

Party 2: Name*
Corporate Company LLC

Party 2: Company Registration*
987654321

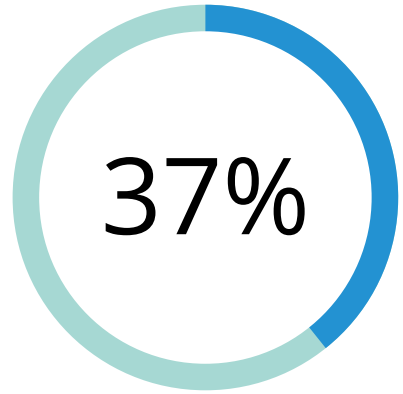
Party 2: Address*
123 Street, Ne

Purpose*
a potential business relationship

Term*

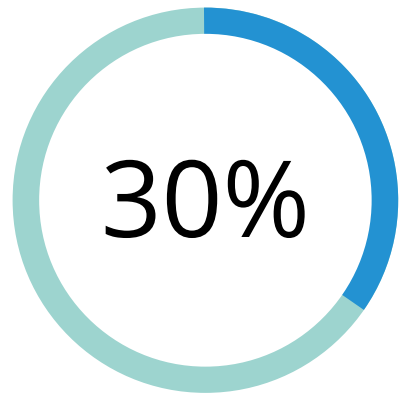
1 Get Started

Marketing is the place for GenAI



Marketing and advertising has the *highest adoption rates* of GenAI.

Source: GenAI adoption rate at work in the United States 2023,



Of **outgoing messages** from large organisations are predicted to be *synthetically generated* by 2025

Source: Gartner, Gartner Experts Answer the Top Generation AI Questions

GenAI to Enhance Employee Induction Content

Source: MGM Resorts x ustwo



AI Assistant



ONIT Contract review automation and chat

Source: Onit



3. Use of Confidential Information: In consideration of the Provider disclosing Confidential Information to the Recipient, the Recipient agrees:

- to use all Confidential Information appropriately,
- to keep strictly confidential all Confidential Information (subject to disclosure permitted under clause 6);
- to keep strictly confidential the existence of this agreement; and
- to comply with the terms of this agreement at all times.

4. Acknowledgment: The Provider acknowledges that the Recipient may now have, or in the future may develop or receive, information that is the same as, or similar to, Confidential Information without having breached this Agreement. Nothing in this Agreement (a) prevents the Recipient from using, for any purpose and without compensating the Provider, information retained in the memory of the Recipient's Personnel who have had access to Confidential Information or (b) obligates the Recipient to restrict the scope of employment of the Recipient's Personnel; provided, however, that this section does not create a license under any copyright or patent of the Provider.

5. Exclusions: The obligations of confidentiality under this agreement do not extend to information which (whether before or after this agreement is executed):

- is known to or in the possession or control of the Recipient or a Representative prior to it being disclosed by the Provider; or
- is public knowledge (except because of a breach of this agreement or the obligations of confidentiality under this agreement).

6. Permitted Disclosure: The Recipient may disclose Confidential Information to any of its Representatives. In addition, the Recipient may disclose Confidential Information where the disclosure is required by law or any regulator.

11. Severability: If any part of this agreement is held by any court or administrative body of competent jurisdiction to be illegal, void or unenforceable, such determination will not impair the validity and enforceability of the remaining parts of this agreement.

12. Assignment: Neither party may assign this agreement or any of their rights or obligations under this agreement without the other party's written consent.

13. Survival: The parties' obligations under clauses 3, 9 and 11 will survive the expiration of this agreement.

14. Governing Law: This agreement will be governed by and construed in accordance with the laws of England.

15. Jurisdiction: The parties submit to the non-exclusive jurisdiction of the courts of England in relation to this agreement.

16. Remedy: Each Party acknowledges that any breach of this Agreement may cause irreparable harm, for which monetary damages are an insufficient remedy. Therefore, upon any breach of this Agreement, Disclosing Party shall be entitled to seek appropriate equitable relief in a court of competent jurisdiction, without the posting of a bond and in addition to whatever remedies it might have at law.

17. Indemnity: The Recipient will indemnify the Provider, the Provider's Representatives and any Related Party of the Provider against any losses, damages, costs, claims, expenses, liabilities, proceedings or demands which the Provider, its Representatives or its Related Parties may incur or suffer as a result of a breach of this agreement by the Recipient or its Representatives.

ReviewAI Co-pilot Preview

Risk Score: 93

Review Status: In Progress

6 of 17 done (35%) Duration: < 1 hour

To Do (7)

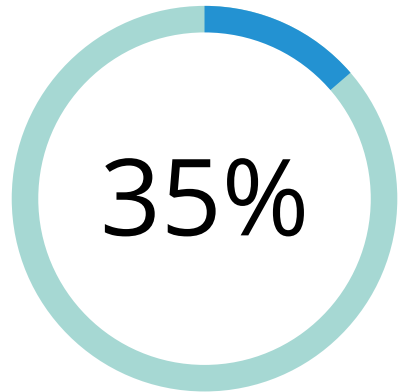
AI Questions (7)

- Make sure we aren't providing indemnification
- Make sure there are no direct or indirect financial obligations.
Answer: The indemnity clause in the contract imposes a financial obligation on the Recipient in case of a breach of the agreement.
To remove the financial obligations, the indemnity clause should be revised or removed.
- Make sure the NDA is mutual
- Ensure there is no marking requirement.
- Non-solicitation
- Ensure there are no waivers of ip rights
- Assignment (compare)

BC Burger Co
We do not accept any language that waives our IP or Patent rights
Reply

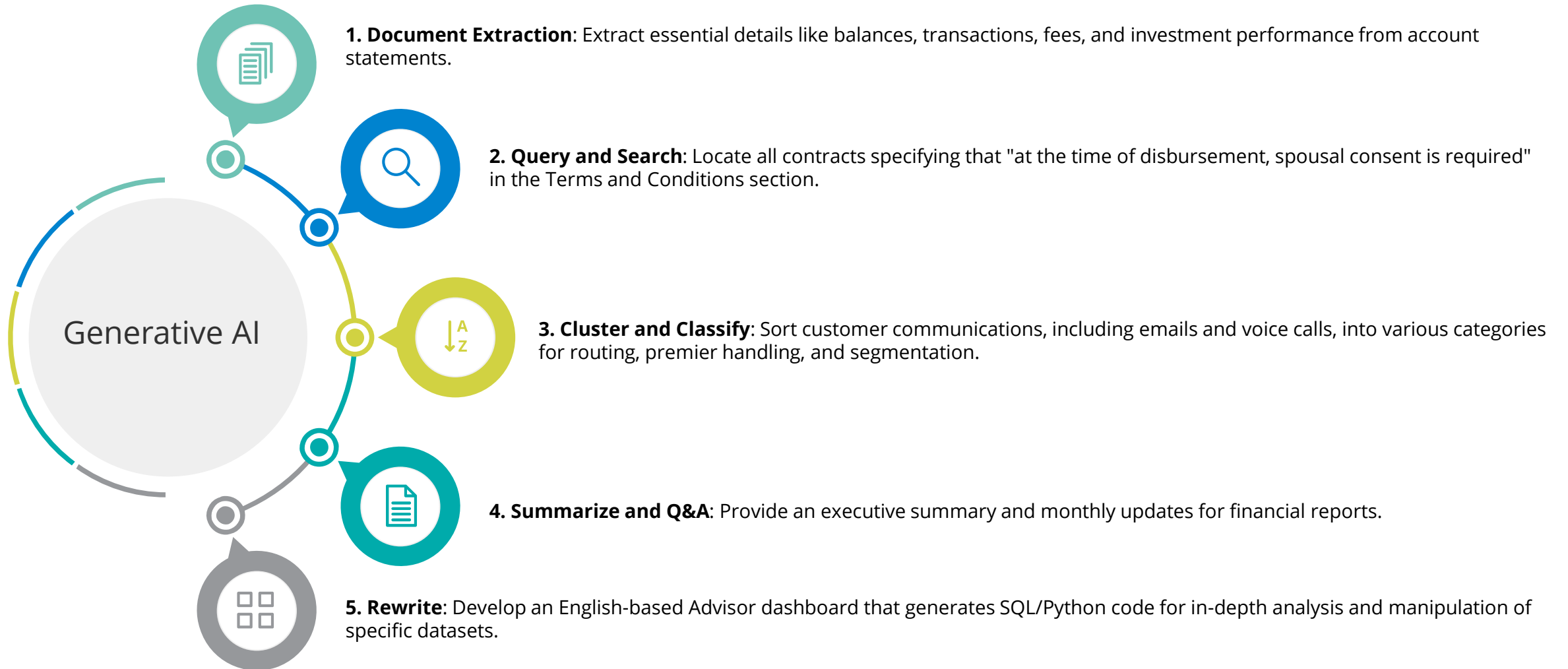
BC Burger Co
We don't accept commercial terms in non-commercial agreements
Reply

Greatest benefits to lower skilled workers



Fewer errors, 10% increase in speed,
14% increase in productivity, 15%
reduction in employee turnover

AI Assistants: Common uses in Financial Services





Personalised Service

GenAI for Tailored Advice and Portfolio Management

Source: AIRE from additiv

A screenshot of the AIRE mobile app registration form. The form is titled "Tell us more about you" and includes sections for "Your Age and Nationality", "Your Profession", "Your Education", and "Your Risk Attitude". The user has entered "32" for age, "UK" for nationality, "Consultant" for profession, and "Master's degree" for education. The risk attitude is set to "Risk taking". A green "Continue" button is at the bottom.

9:41

AIRE
by additiv

Tell us more about you

Your Age and Nationality

32 UK

Your Profession

Consultant

Your Education

Master's degree

Doctoral degree Master's degree B

Your Risk Attitude ⓘ

Security oriented Risk taking

Continue

00:08.03

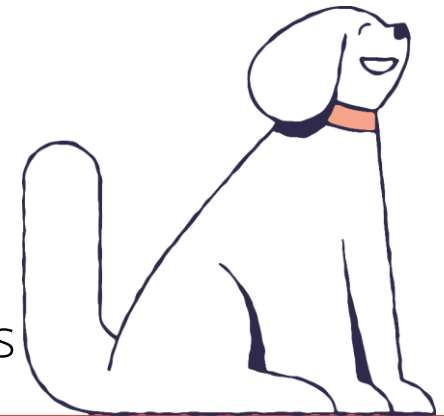


Your reflections

Our expert panel

- Dr Amanda Williamson, Generative AI Lead, Deloitte
- Mariette Van Niekerk, Data Science & AI Practice Lead, Deloitte
- Peter Mangin, Senior Technology Leader at Pure SEO

Facilitator: David Callanan, Public Trust GM Corporate Trustee Services



Thank you for
attending.



Public
Trust

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1813-2023
150 Years of Public Trust

Deloitte.

