

# Media Factsheet

EMBARGOED TILL MCI COS 2020

## AI GOVERNANCE INITIATIVES

### About AI Governance Initiatives

The Infocomm Media Development Authority (IMDA) and Personal Data Protection Commission's (PDPC) approach to AI Governance is intended to facilitate innovation, build public trust in AI technologies, and serve as a global reference point. The AI governance initiatives aim to create and sustain a progressive and trusted AI ecosystem and provide guidance to organisations to implement AI responsibly. These interlinked initiatives are:

- 1) An Advisory Council on the Ethical Use of AI and Data;
- 2) A Model AI Governance Framework, and its companion Implementation and Self-Assessment Guide for Organisations (ISAGO) and Compendium of Use Cases<sup>1</sup>; and
- 3) A Research Programme on the Governance of AI and Data

### About the Advisory Council on the Ethical Use of AI and Data (Advisory Council)

The Advisory Council was established to provide guidance on the responsible development and deployment of AI as well as to make recommendations to the Government on ethical and legal issues arising from the use of such technologies in the private sector. Amongst other things, the Advisory Council will assist the government in engaging stakeholders on issues that support the development of AI governance capabilities and frameworks.

The eleven Advisory Council members come from diverse backgrounds and comprise leaders of international and local companies (both providers and users of AI technologies) and advocates of social and consumer interests.

### About the Model AI Governance Framework (Model Framework)

The Model Framework is a living document, intended to be agile in evolving with the fast-paced changes in a Digital Economy and expected to continue to develop alongside adoptees use. The second edition was released in January 2020.

The Model Framework embodies two sets of principles:

- 1) Decisions made by or with the assistance of AI are explainable, transparent and fair; and
- 2) AI solutions should be human-centric.

---

<sup>1</sup> The Model Framework and its companion documents can be downloaded from [www.imda.gov.sg/AI](http://www.imda.gov.sg/AI)

It maps out the key ethical principles and practices that apply to common AI deployment processes in four areas:

- a. Internal governance structures and measures;
- b. Determining level of human involvement in AI-augmented decision-making;
- c. Operations management; and
- d. Stakeholder interaction and communication

The second edition includes additional considerations (such as robustness and reproducibility) and refines the first edition of the Model Framework for greater relevance and usability. For instance, the section on customer relationship management has been expanded to include considerations on interactions and communications with a broader network of stakeholders. It also includes practical examples from companies whose practices are aligned to the Model Framework.

### **About the Implementation and Self-Assessment Guide for Organisations (ISAGO), and the Compendium of Use Cases (Compendium)**

The ISAGO and Compendium are intended to complement the Model Framework.

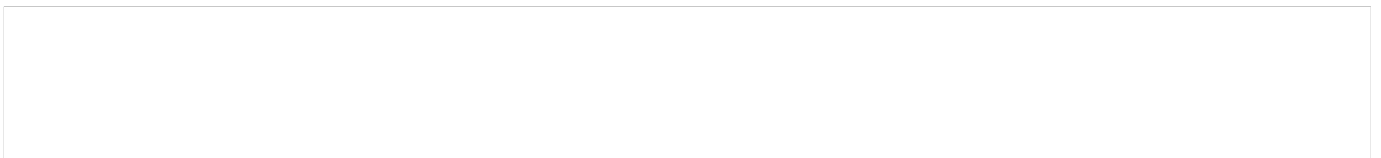
Co-developed with the World Economic Forum Centre for the Fourth Industrial Revolution, ISAGO aims to help organisations assess the alignment of their AI governance practices with the Model Framework. It also provides an extensive list of useful industry examples and practices to help organisations implement the Model Framework. The guide was developed in close consultation with the industry, with contributions from over 60 organisations - such as DataRobot, DBS Bank, Google, KPMG, Mastercard, Microsoft, Salesforce, Suade Labs and Visa.

The Compendium demonstrates how local and international organisations across different sectors and sizes have implemented or aligned their AI governance practices with the Model Framework in its entirety. The Compendium also illustrates how featured organisations have effectively put in place accountable AI governance practices and benefitted from the use of AI in their line of business.

### **About the Research Programme on the Governance of AI and Data Use**

A five-year Research Programme on the Governance of AI and Data Use has been set up at the Singapore Management University (SMU) to develop and advance international thought leadership, scholarship and discourse in legal, regulatory, ethical and policy issues arising from the use of AI and data. It will support the Advisory Council and inform Government and industry discussion on AI challenges through its research and conferences.

- END -



**For media clarifications, please contact:**

Eugene Neubronner (Mr)

Manager, Communications and Marketing, IMDA

DID: (65) 6211 1182

Email: [eugene\\_neubronner@imda.gov.sg](mailto:eugene_neubronner@imda.gov.sg)

