EQUAL™

EqualAI Checklist© to Identify Bias in AI
Bias is in there: how will you find it and what will you do to change it?
This Checklist will help get you started.

Framing the Problem & Product Design
1. Who are you aiming to serve?
2. Who else will be impacted?
3. Who could use or be impacted by the AI who is not represented on your team?

Data. Similar to software, you should implement "data testing" for consumer-facing AI-based solutions.
1. Where is the bias in the data?
   - It's in there. How will it encumber your goals? Impact downstream users?
   - Test for specific populations, protected classes (race, age, gender, etc.) and problematic use cases.
2. What is the origin of your data?
   - Is the code, underlying data auditable?
   - What do you know about the sources, expected uses? Any known limitations?
3. Who/what is represented and how?
4. Identify the influential variables to ensure they are in line with your goals (diversity, offer equal opportunities) and legal compliance (not reliant on zip codes, protected characteristics).
5. Identify error rates for different subgroups.
   - Is there a higher false positive rate for minorities? women? women of color?
6. What is the accuracy of your model for different subsets?
7. Have you checked outcomes to recognize regional and cultural differences?
8. Incomplete Data: Do your data sets sufficiently cover the populations that will be impacted? Or are they narrow, leading to erroneous conclusions?

Legal check
1. Have your legal, HR and innovation teams coordinated on how you will develop or use the AI to avoid potential liabilities?
2. Have you leveraged industry bodies and checked what competitors are doing?
3. Did you consider applicable laws (current and future), such as:
   - Privacy (CA, GDPR), Bot notice (CA), EEOC laws, Fair lending laws, Fair Credit Reporting Act

Safeguards
1. Do you have a testing team that compensates for gaps in the perspective and backgrounds of the executive and development teams?
2. Is your AI system usable by those with special needs or disabilities? Others at risk of exclusion?
3. How could your systems be penetrated by cyber-attack, hackers, trolls? Introduction of biased data sets?
   - What measures are in place to catch and address these harms?
4. What systems and policies do you have in place for AI governance? (Ethics officer, internal ethics board, designated POC for employees and consumers)
   - Does the policy have executive committee-level approval?
   - Oversight from the Board Audit Committee?
   - Approval by the General Counsel, Chief Information Officer & Chief Risk Officer?
5. Have you invited social monitoring to flag signals of bias— real or perceived?

Repeat.
AI is constantly iterating and will develop new patterns. New biases will emerge and you could be legally liable or accountable in the court of law or public opinion regardless of whether an outcome was intended or foreseeable.

Contact EqualAI® for information on best practices and guidance on addressing these pervasive, complex issues.