

MODULE 5 - ETHICAL USE OF AI AND DATA PRIVACY

UNIT 5.1 - Ethics and AI: Doing the Right Thing

<p>LESSON INTRO</p>	<p>What are we doing today? Today we're exploring the ethical issues that arise when businesses use AI—including bias, fairness, and data privacy. We'll also discuss legal obligations like GDPR and how to implement AI responsibly in your company.</p> <p>What soft skill am I going to acquire today? Ethical reasoning; Responsibility; Awareness of data protection; Decision-making in compliance contexts</p>
<p>PREVIOUS ASSIGNMENT(s) CHECK</p>	<p>Invite brief sharing: Did anyone try using a new AI tool last week? Any unexpected outcomes?</p>
<p>INTRODUCTION TO THE TOPIC</p>	<p>As more SMEs adopt AI, questions arise: Is the AI fair? Does it treat customers equally? Are we protecting their personal data? This lesson introduces ethical AI principles and how to recognize common risks. It also covers the GDPR basics, so participants can ensure their AI usage complies with EU data protection standards.</p>
<p>GENERAL THEORY</p>	<p>Key principles of ethical AI include:</p> <ul style="list-style-type: none"> • Fairness: AI should not discriminate based on race, gender, or age • Transparency: Users should understand how decisions are made

	<ul style="list-style-type: none"> • Accountability: Businesses must take responsibility for AI outcomes • Privacy: Personal data must be handled legally and respectfully <p>Data protection under GDPR includes:</p> <ul style="list-style-type: none"> • Consent-based data collection • Right to be forgotten • Data minimization • Responsibility for third-party data processors
<p style="text-align: center;">EXAMPLES</p>	<ul style="list-style-type: none"> • A hiring AI tool inadvertently excludes older applicants: why? Training data bias. • A marketing AI sends ads based on users' health status: violates GDPR. • A chatbot retains customer data longer than permitted. • An image generator adds racial or gender bias in its outputs.
<p style="text-align: center;">HANDS ON EXPERIENCE</p>	<p>AI Ethics & GDPR Quiz</p> <ol style="list-style-type: none"> 1. What is a key concern with AI fairness? <ol style="list-style-type: none"> a. Profit margins b. Discrimination c. Cost d. Customer loyalty 2. GDPR requires: <ol style="list-style-type: none"> a. Unlimited data collection b. Consent to use personal data c. Hiding privacy policies d. No transparency

	<p>3. What is “algorithmic bias”?</p> <ul style="list-style-type: none"> a. AI that works faster b. AI that shows prejudice based on data c. AI that costs more d. A type of programming bug <p>4. Businesses using AI must:</p> <ul style="list-style-type: none"> a. Delegate responsibility to the tool creator b. Ignore user rights c. Be accountable for how AI is used d. Avoid transparency <p>Answers:</p> <ul style="list-style-type: none"> 1. b 2. b 3. b 4. c
DISCUSSION	Can you think of an example where technology seemed unfair, confusing, or invasive? What do you think caused it?
FEEDBACK AND OTHERS	Distribute a “Code of Conduct” template. Encourage learners to draft 3 ethical principles they would apply if introducing AI into their business.