



BSA Policy Solutions for Building Responsible AI

EXECUTIVE SUMMARY

Rapid advances in artificial intelligence (AI) have transformed expectations about how the technology can improve lives, solve complex challenges, and help shape the world around us. Governments are working to create environments where individuals and organizations can leverage the transformative technology while ensuring it is responsible, transparent, and trustworthy. Policies to promote and realize the incredible benefits of AI must also include protections to mitigate significant risks.

BSA's Policy Solutions for Building Responsible AI is a framework to help governments achieve these goals. It lays out a concrete set of issues to meet the challenge of responsible AI development. BSA members are at the forefront of AI, providing trusted software solutions to help their business customers create jobs and grow. BSA is committed to using this experience to help policymakers develop laws and regulations that promote the responsible development and use of AI.

BSA'S POLICY SOLUTIONS FOR BUILDING RESPONSIBLE AI INCLUDES:



Encouraging Global Harmonization

- » Pursue interoperability to develop a shared vision of risk-based approaches to AI policy



Implementing Strong Corporate Governance Practices to Mitigate AI Risks

- » Support implementation of risk management programs
- » Require impact assessments for high-risk uses
- » Support robust testing for high-risk AI systems
- » Distinguish between different actors in the AI ecosystem
- » Ensure appropriate policies and information sharing for foundation models



Promoting Innovation and Creativity

- » Support copyright for human creativity assisted by AI
- » Develop voluntary methods for creators to indicate that they do not want their artistic works being used for AI training, akin to do not crawl tools
- » Recognize the sufficiency of existing copyright law to remedy infringement
- » Enact legislation to protect creators' name, image, and likeness



Protecting Privacy

- » Support strong, comprehensive consumer privacy laws
- » Provide targeted right for individuals to opt out of solely automated decisions that have legal or similarly significant effects on individuals
- » Encourage the development of privacy-enhancing technologies



Facilitating Government Use and Procurement of AI

- » Implement the NIST AI Risk Management Framework
- » Leverage multi-cloud technologies to support government use of AI
- » Invest in AI-driven cybersecurity solutions
- » Enable use of commercial sector AI applications



Promoting Transparency

- » Encourage watermarks or other disclosure methods for AI-generated content
- » Promote the Coalition for Content Authenticity and Provenance open standard
- » Disclose AI interactions with consumers



Advancing Cybersecurity With AI

- » Use AI to assist secure software development
- » Harness AI to improve cybersecurity risk management



Protecting National Security

- » Support narrowly tailored measures to address national security risks
- » Leverage AI to improve critical infrastructure



Promoting Multiple Development Models

- » Ensure AI policies support the development of both open source and proprietary systems



Supporting Sound Data Innovation Policies

- » Facilitate global data flows
- » Enable public use of non-sensitive government datasets



Investing in AI Research and Development

- » Increase investment in research and development
- » Encourage research and development cooperation among different countries



Building the Workforce for an AI Future

- » Improve access and support for STEM education
- » Expand workforce training and alternative pathways

For more information visit [BSA's AI Policy Resource Center](https://www.bsa.org/ai-policy-resource-center)

