

Addressing Ethical Implications of Gen AI Implementation



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Agenda

- 01 Ethical implications of AI
- 02 Responsible AI: An Opportunity & Challenge
- 03 Google Cloud's approach to Responsible Generative AI
- 04 Resources and tooling for our Customers and Partners
- 05 Q&A

Ethical implications of AI are Complex and Evolving



Changing Nature of Work.

AI automation could redefine jobs, demanding workforce upskilling. Uneven access to AI training risks widening the digital divide, exacerbating existing inequalities. Adaptation is crucial.



Bias & Discrimination.

AI trained on biased data could perpetuate discrimination. Achieving fairness demands transparent design, continuous monitoring, and auditing to mitigate biases and ensure equitable AI-driven decisions.



Privacy and Data Governance.

Gen AI uses data, raising privacy concerns. Monitoring tools can erode trust. Ethical data practices are essential, requiring transparency, consent, and clear guidelines for data collection, storage, and use to protect privacy and foster trust.



Responsibility & Accountability.

Human oversight is crucial for responsible AI. Clear accountability is needed for AI decisions. Ethical frameworks guide AI use, aligning with human values and preventing unintended, discriminatory outcomes.



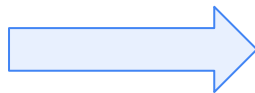
Human-AI Collaboration.

AI should augment the business enabling meaningful work. Org. must navigate ethical AI challenges, ensuring fairness and fostering responsible use. Collaboration and human skill enhancement are key.

...and many more!



**I need to be effective,
responsible, and safe**



Responsible AI

Building bold and responsible AI, together

01

Responsible AI:
An Opportunity
& Challenge

02

Google Cloud's
approach to
Responsible
Generative AI

03

Resources,
tooling, and
support for
Cloud
Customers and
Partners

Building bold and responsible AI, together

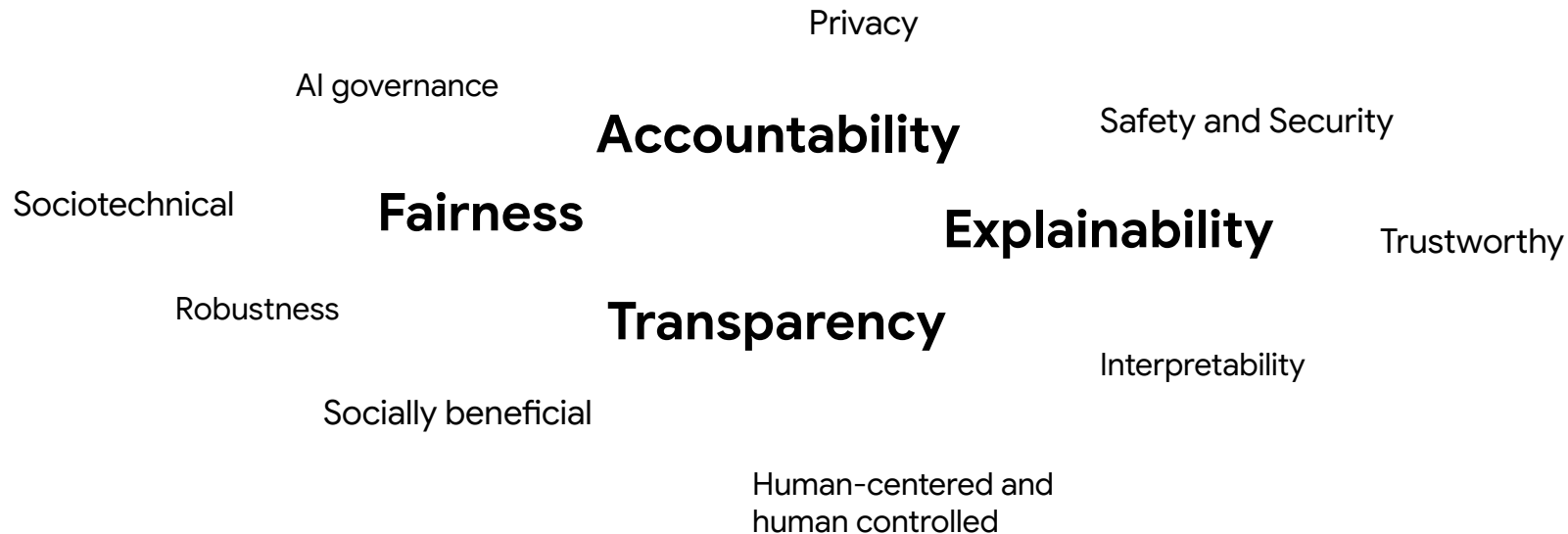
01 | Responsible AI: An Opportunity & Challenge

Googlers and, more frequently, customers ask questions about AI's ***governance, safety, fairness, and effect on equitable economic opportunities*** daily.

At Google, we incorporate responsible practices for ***fairness, safety, privacy, and transparency*** throughout the product development lifecycle.



Responsible AI is



Responsible AI brings tremendous opportunity



- Enhances brand differentiation
- Improves customer engagement
- Improves long-term profitability
- Strengthens product value and trust
- Prepares organizations for AI regulations
- Increases customer loyalty & trust

Key Challenges



- There is no one-size-fits-all approach
- Constantly changing and evolving landscape, in terms of technologies as well as harms and risks
- Definitions & standards are evolving—but AI-specific regulation is coming
- National and cultural differences matter
- Requires a sociotechnical approach and, often, culture change

Building bold and responsible AI, together

02 | Google Cloud's approach to Responsible Generative AI

What do we review our products for, and why?

To identify, assess, and mitigate potential harmful impacts through our AI Principles.

Identify

We identify potential risks through an adjustable library informed by research, historical data, and external standards .



Assess

Each potential risk is assessed through five intersectional dimensions of impact and discussed in the product's review.



Mitigate

The assessment and review inform a socio-technical product mitigations plan to alleviate risk(s) before production.

Google + Cloud RAI Approach: LM + GenAI applications



Technical Mitigations

Policy Restrictions

Documentation + Transparency

Tooling

Feedback Mechanisms

Content filters

Acceptable Use Policy

Technical Report

Content Moderation

Customer Feedback Channels

Model Evaluations

Terms of Service

Model Cards

Model Evaluation Suites

Foundational Model Research

Privacy Restrictions

RAI Guides

Citations, Grounding and SynthID

RAI Impact Assessments are **one contributor** to Cloud's comprehensive risk framework



Data governance
and privacy



Security and
compliance
support



Reliability and
sustainability



Responsible AI

Building bold and responsible AI, together

03

Resources, tooling, and support for
our Customers and Partners

Resources, tooling, and support for our Customers and Partners



Generative AI comes with its own set of unique challenges.

At Google, we offer resources, tooling, and support to empower our customers and partners to build and use Generative AI responsibly.



Product & use case reviews

Identifying, assessing, and mitigating potential impacts before they are generally available to customers.



Education, research & best practices

Equipping our customers with recommendations, thought leadership, and transparency as they navigate Responsible AI.



RAI Tooling, Enablement, and Support

Enabling our customers to identify, assess, and mitigate potential impacts within their use case and application(s).

... and more!

People + AI Guidebook

People + AI Research (PAIR) Guidebook

Learn more about the AI development process and key considerations.

Course

Responsible AI: Applying AI Principles with Google Cloud

As the use of enterprise Artificial Intelligence and Machine Learning continues to grow, so too does the importance of building it responsibly. A challenge for many is that talking about responsible AI can be easier than putting it into practice. If you're interested in learning how to operationalize responsible AI...

Introductory Free

JUMP TO

Introduction

Fairness in ML & AutoML

Assess your use case

Data Guidelines

Evaluate

Predict

Use your model

Feedback

Inclusive ML guide - AutoML

At Google, we've been thinking hard about the [principles](#) that motivate and shape our work in artificial intelligence (AI). We're committed to a human-centered approach that foregrounds [responsible AI practices](#) and products that work well for all people and contexts. These values of responsible and inclusive AI are at the core of the AutoML suite of machine learning products, and manifest in the following ways.

RESPONSIBILITIES

Responsible AI practices

The development of AI is creating new opportunities to improve the lives of people around the world, from business to healthcare to education. It is also raising new questions about the best way to build fairness, interpretability, privacy, and security into these systems.

Machine Learning

Foundational courses

Home

Crash Course

fairness

X

Quick Links

ML Concepts

ML Engineering

▼ Fairness (70 min)

Video Lecture

Types of Bias

Identifying Bias

Evaluating for Bias

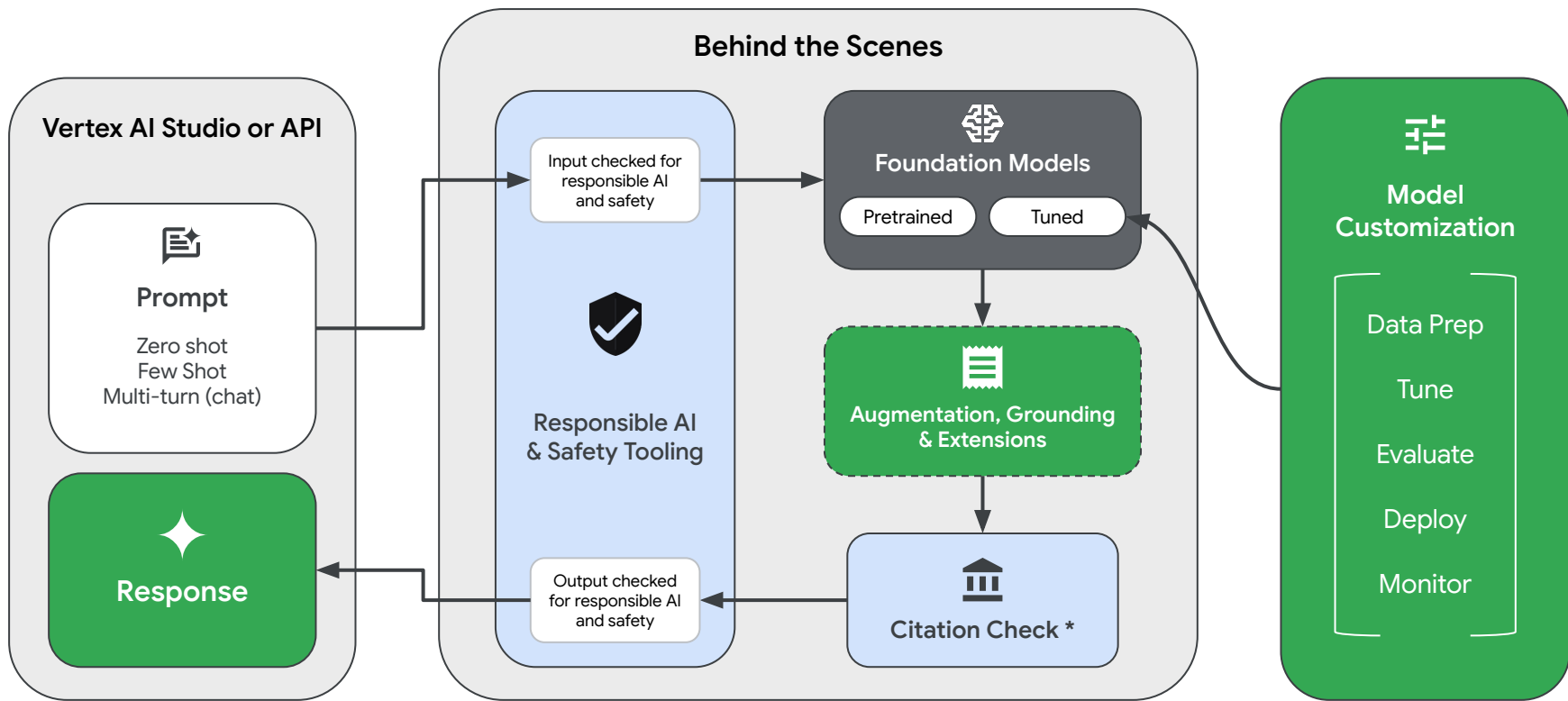
<> Programming Exercise

✓ Check Your Understanding

ML Systems in the Real World



Gen AI Responsible AI Tooling, Enablement, and Support



* Applicable to first-party models only

Vertex AI is your end-to-end platform for every use case, expertise, or environment



Vertex AI

Agent Builder

Model Builder

Model Garden

Productionize responsible and trustworthy AI

Leverage the tools available from Vertex AI to ensure your AI-powered solutions are **relevant**, **useful**, and **safe** for you all of your users.



