September 27, 2023

The Honorable Nate Gustafson
Wisconsin State Capitol
Room 420
Madison WI 53708

Dear Representative Gustafson:

BSA | The Software Alliance would welcome the opportunity to share insights on automated decision making (ADM) and artificial intelligence (AI) from the enterprise software perspective with your task force on artificial intelligence. BSA is the leading advocate for the global software industry.[1] Our members are enterprise software companies that create business-to-business technologies that help other businesses innovate and grow. For example, BSA members provide tools including cloud storage services, customer relationship management software, human resource management programs, identity management services, and collaboration software. Businesses entrust some of their most sensitive information with BSA members, and our companies work hard to keep that trust.

Enterprise software, including ADM and AI, is accelerating digital transformation in every sector of the economy. AI is not just about robots, self-driving vehicles, or social media. ADM, in particular, is used by businesses of all sizes to create the products and services they provide to consumers, to improve their internal operations, and to enhance their capacity to make data-informed decisions. BSA members are on the leading edge of providing businesses in every sector of the economy with the trusted tools they need to leverage the benefits of ADM and AI.[2]

As leaders in the development of enterprise AI, BSA members have unique insights into the technology's tremendous potential to spur digital transformation and the policies that can best support the responsible use of ADM and AI. We would welcome an opportunity to share our policy expertise and perspective with you, as you consider the establishment of a commission and becoming a resource. BSA's views are informed by our recent experience working with BSA member companies to develop the BSA Framework to Build Trust in AI,[3] a risk management

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[1]BSA's members include: Adobe, Alteryx, Atlassian, Autodesk, Bentley Systems, Box, Cisco, CNC/Mastercam, Databricks, DocuSign, Dropbox, Elastic, Graphisoft, IBM, Informatica, Juniper Networks, Kyndryl, MathWorks, Microsoft, Okta, Oracle, Prokon, PTC, Rubrik, Salesforce, SAP, ServiceNow, Shopify Inc., Siemens Industry Software Inc., Splunk, Trend Micro, Trimble Solutions Corporation, TriNet, Twilio, Unity Technologies, Inc., Workday, Zendesk, and Zoom Video Communications, Inc.

[2] *See* BSA | The Software Alliance, Artificial Intelligence in Every Sector, *available at* https://www.bsa.org/files/policy-filings/06132022bsaaieverysector.pdf.

[3] *See* BSA | The Software Alliance, Confronting Bias: BSA's Framework to Build Trust in AI, *available at* https://www.bsa.org/reports/confronting-bias-bsas-framework-to-build-trust-in-ai.

framework for mitigating the potential for unintended bias throughout an AI system's lifecycle. Built on a vast body of research and informed by the experience of leading AI developers, the BSA Framework outlines a lifecycle-based approach for performing impact assessments to identify risks of AI bias and highlights corresponding risk mitigation best practices.

BSA has also leveraged the policy and technological expertise of our member companies to identify five key policy pillars for facilitating responsible AI innovation, which we hope can help to inform emerging policies and legislation that states may consider. As set out in our attached AI policy agenda, these pillars are: (1) building confidence and trust in AI systems, (2) sound data innovation policies, (3) cybersecurity and privacy protections, (4) research and development, and (5) fostering a dynamic workforce.[4]

Thank you for allowing us to provide the enterprise software sector's perspective on AI. We welcome the opportunity to serve as a resource for the Wisconsin task force and welcome any opportunity to further engage with you or a member of your staff on these important issues.

Sincerely,

Abigail Wilson
State Advocacy Manager

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[4] BSA | The Software Alliance, Enhancing Innovation and Promoting Trust: BSA's Artificial Intelligence Policy Agenda, *available at* https://www.bsa.org/policy-filings/enhancing-innovation-and-promoting-trust-bsas-artificial-intelligence-policy-agenda.