The Software Alliance

BSA

BSA AI POLICY OVERVIEW

Software innovation is fostering the development of a range of cutting-edge technologies, such as artificial intelligence (AI), that offer great promise to improve lives and help solve intractable problems. AI solutions are already leading to improvements in healthcare, advances in education, more robust accessibility tools, stronger cybersecurity, and increased business productivity and competitiveness, impacting every sector. AI also has the potential to generate substantial economic growth and enable governments to provide better and more responsive government services while addressing some of the most pressing societal challenges.

A flexible policy framework is necessary to enable successful deployment of AI products and services. BSA has identified five key pillars for facilitating responsible AI innovation:

- **Building Confidence and Trust in AI Systems**
- **Sound Data Innovation Policy**
- **Cybersecurity and Privacy Protection**
- **Research and Development**
- **Workforce Development**

Building Confidence and Trust in AI Systems

AI can do great things, but we recognize that it must be developed and deployed responsibly. That means being responsible stewards of customer data, explaining how AI systems work, and using AI to reduce bias in decision making and increase inclusion. BSA members recognize the importance of raising awareness of and building confidence in AI systems.

Sound Data Innovation Policy

The exponential increase in data, combined with increases in remote computing power and development of more sophisticated algorithms, has fueled advances in machine learning and AI. Capitalizing on these developments to facilitate the development of AI requires sound data innovation policies, including the need to (1) ensure data can move freely across borders, (2) facilitate open access to government data, (3) avoid the creation of new rights in business data, and (4) maintain predictable, technology-neutral competition policies.

Cybersecurity and Privacy Protection

As AI and other digital technologies increasingly create a globally connected economy, we must also be vigilant in addressing increased security and privacy risks. BSA advocates for policies that strengthen enhanced security measures and respect informed consumer choices while ensuring the ability to deliver valuable tailored products and services. BSA's cybersecurity agenda identifies five key principles for effective cybersecurity, and BSA is actively taking steps to implement these solutions.

Research and Development

Investment in education, research, and technological development will be integral to continued development of AI technologies and global economic growth. These efforts should include long-term public-sector investment that could unlock new insights, as well as investments in workforce training and development.

Workforce Development

The increasing use of and demand for technology is creating new types of jobs, in every sector of the economy, that require an evolving set of skills. Jobs of today require technical skills such as the use of mobile apps for technology that did not exist 20 years ago, and the jobs of tomorrow will create new roles that do not even exist today. This trend will continue in virtually every industry. The changes in the employment landscape will become even more prominent with the growing use of emerging technologies such as artificial intelligence.

The public and private sectors, as well as academia, have important roles in implementing policies that will prepare the next generation for the jobs of the future and allow the current workforce to transition successfully to the new job environment. BSA members are deeply committed to tackling this challenge.