Design responsible AI solutions

Microsoft is committed to creating responsible AI by design, informed by six key principles that its Office of Responsible AI helps operationalize company-wide. See how you can apply these principles as part of your organization's AI strategy.

Trustworthy AI systems should be designed with:

Fairness

AI systems should treat people fairly so key checks and balances are in place to help mitigate fairness issues.

Reliability and safety

AI systems should perform reliably and safely. Rigorous monitoring, tracking, and validation make this possible.

Privacy and security

AI systems should be secure and respect privacy. Azure implements a set of measures to protect data.

Inclusiveness

AI systems should empower and engage everyone. Model development must address potential barriers.

Transparency

AI systems should be understandable. This requires communication about systems' limitations and characteristics.

Accountability

People involved in design and deployment are accountable for the AI system's actions and decisions.

[Learn more about responsible AI and start applying it to your business](#)

[Contact us](#) and get help developing your own AI strategy today

Ready to get started?

As you craft your strategy for implementing a user-facing AI system, you'll encounter three lifecycle stages, each of which comes with benchmarks that help you make an impact while protecting your business, customers, and community.

Lifecycle stages and questions to consider:

Responsible assessment

Identify high-priority areas within your AI development and how you will track the process, review, and secure approvals.

Are the impacts of this tool fair? What principles will you use to assess fairness and limit risks?

Use the *Impact assessment guide* *and* *template*

Is this model accurate? Are there dataset cohorts with unusual error rates?

Explore *Error analysis*

Are your algorithms robust, reliable, and trustworthy?

Use the open-source *Counterfit* *tool*

Responsible development

From data collection to supporting fairness in performance and representation, build your AI systems responsibly.

How will you integrate human-AI interaction best practices into UX?

Visit the *Human-AI interaction guidelines and design library*

Are you developing an experience that is accessible to all customers?

Get the *Microsoft Inclusive Design* *guidelines*

How will you protect customers' private data?

Explore *differential privacy*

Responsible deployment

As you deploy, it's critical to empower the right people and reinforce common practices to fortify responsible AI use. operationalization and performance metrics.

How will you enable transparency and build trust?

Learn more about dataset documentation

Will my cloud computing platform protect sensitive data?

Learn about confidential computing

Get help developing your own AI strategy today

Microsoft is committed to embedding safety and responsibility into the lifecycle of their AI systems, and to sharing their learnings and best practices with businesses. As a Microsoft partner, we're ready to apply our knowledge in helping you commercialize these solutions. Talk to us today and let us help you think through your AI questions.

Contact us and get help developing your own AI strategy today