

# Bias in AI

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**Heather Meeker**  
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Heather Meeker advises technology clients on intellectual property matters. Her practice focuses on counseling in the following areas:

- Technology transactions, including licenses, channel sales agreements, development agreements, university technology transfer, and consumer contracting
- Open source software licensing, including IP strategy, compliance, transactions, and disputes
- Technology and IP issues in mergers and acquisitions
- Copyright, patent, trademark, trade secret, and other IP matters

Heather has achieved national and international recognition for her leadership in the field of intellectual property law. Drawing on her technical knowledge and experience, she approaches matters with a practical and business focus. Heather handles technology transactions and intellectual property-related aspects of mergers and acquisitions for companies in all technology sectors and for non-technology companies doing technology deals, with an emphasis on IT and software.



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Amit Itai represents emerging technology companies in a broad range of transactional and general corporate matters, including technology licensing, venture capital and private equity financing, mergers and acquisitions, and cross-border transactions.

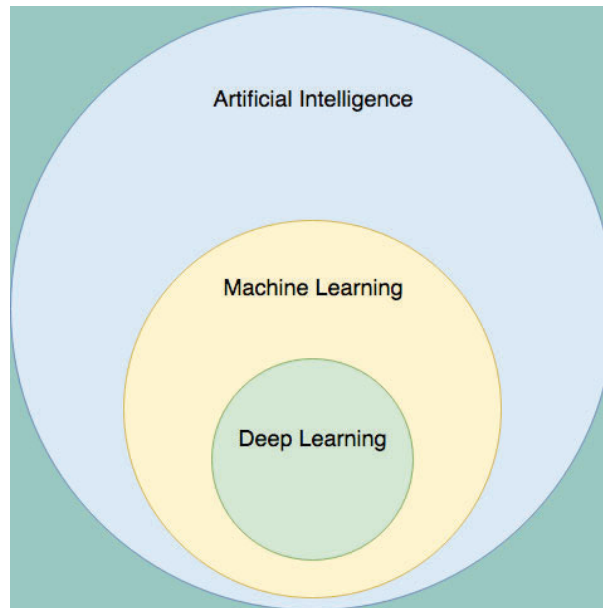
Amit is also a member of O'Melveny's Data Security & Privacy Group and advises clients on issues such as GDPR and CCPA compliance, data breach laws, and the regulation of artificial intelligence.

Prior to joining O'Melveny, Amit practiced at a leading Israeli law firm, and was a senior in-house counsel in one of the world's largest pharmaceutical companies.

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# What is AI?

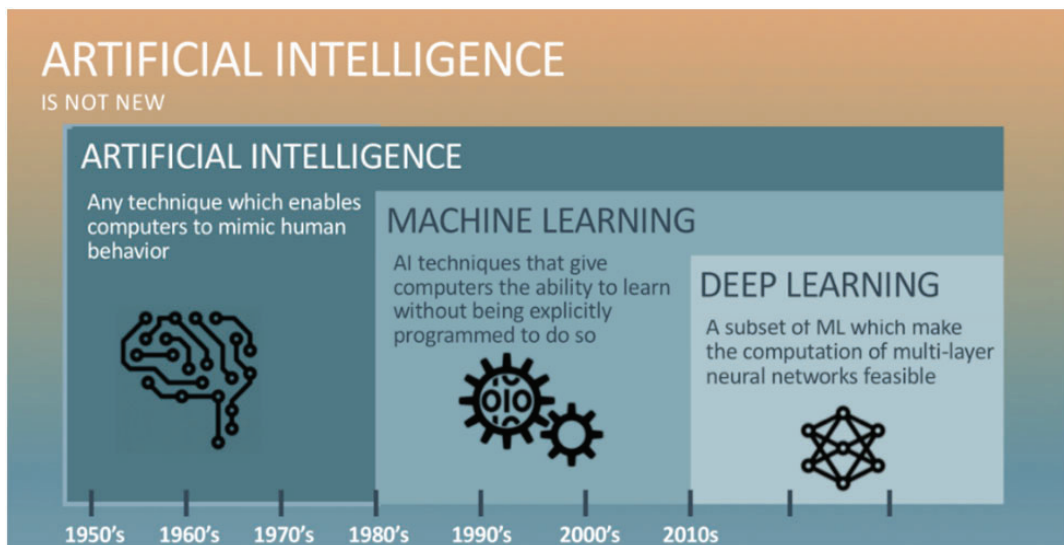


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# What is AI?



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# What is Bias in AI?

- **Not the same as Human Bias**
- **Biased Data**
- **Design/Algorithmic Bias**

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## SAMPLING BIAS

A selection bias example



The training set contains a representative selection of the population with skin cancer, however, it contains very little examples of people with dark skin

Algorithm training



Algorithm application

Skin cancer

No skin cancer

The algorithm will have a lower accuracy rate for classification of a person with dark skin as it has seen mainly examples of people with white skin

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## Title search: Is Your Bot Bigoted? The Looming Risks of Bias in AI and ML

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"Is Your Bot Bigoted? The Looming Risks of Bias in AI and ML"