All-Party Parliamentary Group on Artificial Intelligence
Evidence Meeting 1 – Data Governance
Monday, 28 January 2019 | 5:30-7:00 PM - Committee Room 1, House of Lords

Professor Birgitte Andersen, CEO & Founder, Big Innovation Centre

Biography: As CEO and CoCreator of the Big Innovation Centre, Professor Birgitte Andersen (PhD Economics) is leading a London based open innovation and investment hub of a dozen global companies, world class universities and public organizations. Birgitte brings a wealth of experience across the innovation ecosystem. During the dot.com boom she set up and ran for 10 years (2000 to 2010) probably London’s biggest interdisciplinary postgraduate programmes (across the Departments of Management, Economics and Computer Science) on E-Commerce and Business Innovation at Birkbeck College, University of London, where she is also Professor of the Economics and Management of Innovation.

SUMMARY OF EVIDENCE

Ethics in an AI world is rightly about fairness, transparency, trust, privacy and protocols. But data capitalism is much broader, depending on where you stand:

A. **Law** - about moral rights to own your data record. The core focus is on mainly exclusive individual rights.

B. **Economics** – about growing the value-pie in the economic system through the new growth engine. Think of big data as the new oil. Here ethics is about economic based rights to the value pie and to get a fair share. It is also about not blocking the growth of the pie by refusing taking part. The focus is on community rights and often user rights.

C. **Corporate governance** – about the Corporate Social Responsibility (CSR) around privacy and use. The focus is on business ethics.

Now there is a lot of focus on Data Ethics regarding the legal perspective, (i.e. (A) above), but to grow the value pie, from which users access economic and social value such as better health and more sustainable smarter homes, we have to enforce some kind of user-rights.

Also, while there rightly is a lot of focus on the Tech Giants’ tax practices (in particular Base Erosion and Profit Shifting) and the Chancellor of the Exchequer increase in 2%
tax on major platforms which transact more revenue than many entire countries, I strongly feel that the solution is data governance and creative commons.

We now opt-in (provide user-rights) into all the Tech giants one by one while we receive their services, but if we instead shared data into a creative commons pool which entrepreneurs and innovators can access, we will have competition on the best product or service offering through their data analytics. Taxing them higher may change the allocation of resources and profit in the short run, but not competition. Data governance can impact this and long industry and social effects.

This will also mean that we do not just have one platform in each sector – one for friends (Facebook), one for auctions (Ebay), one for photos (Instagram), one taxi firm (Uber) and one office (Microsoft Office), one bookshop (Amazon), one professional network (Linked-in) and so forth.

These are my 3 key points I’d like Government to address:

1. Community rights to ethical and secure data sharing (Creative Commons as a model) to the growth the value pie
2. User rights to data to access value
3. Competition is about data governance