

ARTIFICIAL INTELLIGENCE AND DATA COLLECTION

discussion on the compliance puzzle

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[AI's [Limitless] Potential]

“Everything we love about civilization is a product of intelligence, so amplifying our human intelligence with artificial intelligence has the potential of helping civilization flourish like never before – as long as we manage to keep the technology beneficial.”

Max Tegmark,

President of the Future of Life Institute



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Artificial Intelligence

understanding AI

AI is everywhere!

- Siri, Netflix, Amazon's Alexa, Cortana, AlphaGO, self driving cars.

How does Artificial Intelligence work?

- Artificial Intelligence: **Artificial intelligence (AI)** is the simulation of human intelligence processed by machines, especially computer systems. When fed with big amounts of data, AI will observe a "pattern" and will make conclusions without us humans being able to understand how (dog walker v. assistant dance teacher).

Why data is important?

- The role of the data: data is "feeding" Artificial Intelligence. AI tools are only as smart as the data they are given in training.

It's not about property, it's about use!

- The unresolved issue today is not how to legitimately acquire data but how you use those data to train an algorithm and what conclusions you lead your algorithm to make.

Are software engineers becoming the new moral rule makers?

- Kill the driver or the pedestrian?

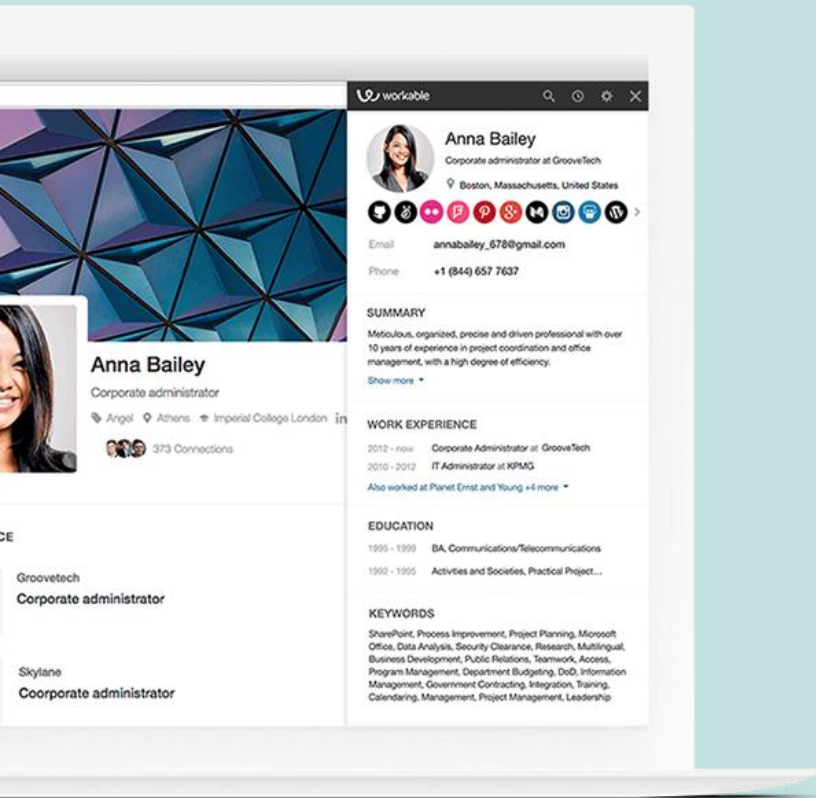
The big challenge is transparency!

- How far can we go with your data?



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Workable and People Search



WORKABLE IS

a complete sourcing solution

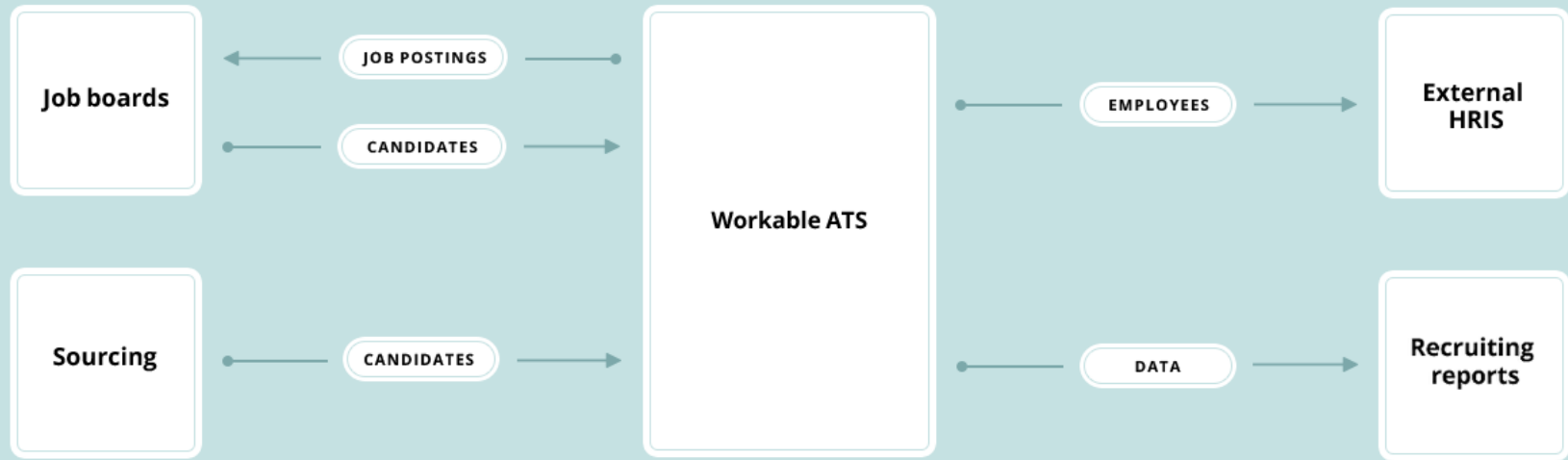
What can you do with Workable?

- Advertise to targeted candidates via Workable's global job board syndication network
- Create a better candidate experience with careers pages optimized for desktop and mobile
- Share jobs internally and create trackable referral programs
- Source passive candidates with *People Search*, a fully integrated, powerful sourcing tool
- Find candidates fast using Auto-Suggest, Workable's AI powered search engine

Welcome to Workable

Workable is all-in-one recruiting software.

It sits at the heart of a streamlined recruiting workflow, from posting jobs and sourcing candidates, through to applicant tracking and structured interviews. Workable also integrates with external recruiting tools and HR information systems for a complete end-to-end process.



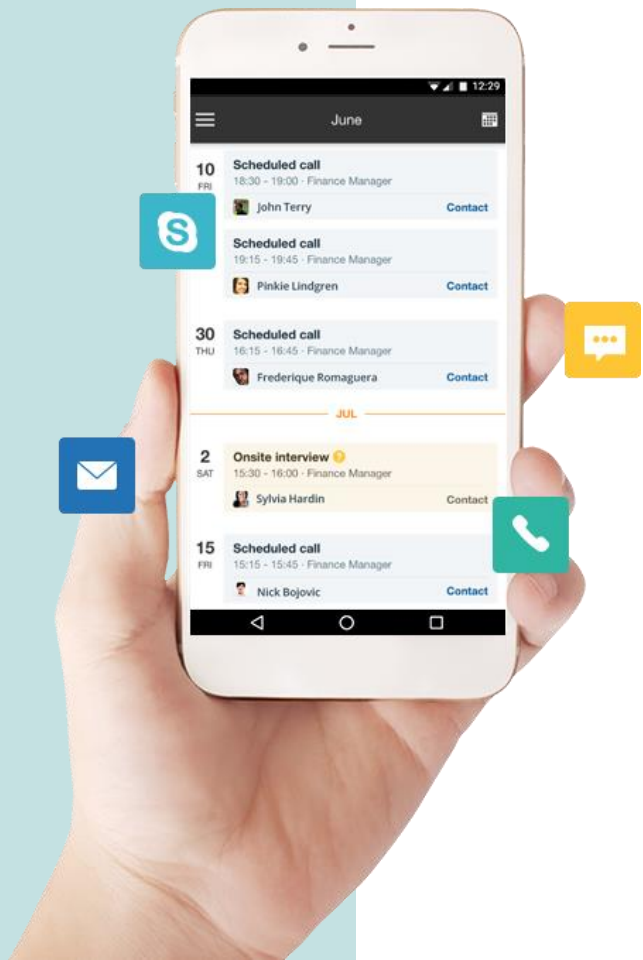
The screenshot shows the Workable People Search interface. At the top, there's a navigation bar with 'workable' logo and tabs for 'JOBS', 'CANDIDATES', 'INBOX 1', and 'PEOPLE'. Below this, there's a search bar with 'Javascript OR Web Developer' and a location filter set to 'Boston, MA, United States'. The results are displayed in a grid. The first result is for Bill Percell, a Front End Engineer at GrooveTech, with a 'Viewed' status. The second result is for John Terry, a Full-Stack Web Developer at Stardust. Both profiles include a profile picture, name, title, location, company, and a list of skills. Social media icons for Twitter, LinkedIn, YouTube, Facebook, and others are also visible.

browse rich candidate profiles using *People Search*

People Search finds talent based on keywords, skills and target location. You add candidates straight to your hiring pipelines and reach out with a personalized email.

FEATURES INCLUDE

- Manually search for candidates based on skills, location, keywords and more
- Supports Boolean queries
- Available directly inside Workable, as part of the hiring workflow
- Each search scans millions of online networks and trusted data sources
- Real-time search results can include:
 - Name & email address
 - Work experience
 - Education
- Increase response rates by reaching out with a personalized message informed by real data
- Add candidates to the Talent Pool or the job hiring pipeline



WORKABLE IS

an effective talent CRM

- Source talent via *People Search*, a fully integrated, highly effective sourcing tool
- Add prospects to your Talent Pool, or directly to the hiring pipeline for a job
- 'Snooze' candidates and keep notes and reminders on the candidate profile to nurture and progress the best talent over time
- Use bulk email and email templates to reach out to multiple prospects
- Keep a record of every candidate and every interaction in your secure, scalable candidate database





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Data collection and challenges

Data Processing Agreement



Controller or Processor?



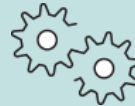
Scope and Purpose of the DPA
Limit to the "provision of the Service"
Define the "Service"



Categories of Data
Subjects and types of Data



Processing Activities



Duration and location of the processing
Sub-processors, if any

[define the relationship]

Data collection and challenges

Data Processing Agreement

Define the relationship

Key factors for the assessment

Further details

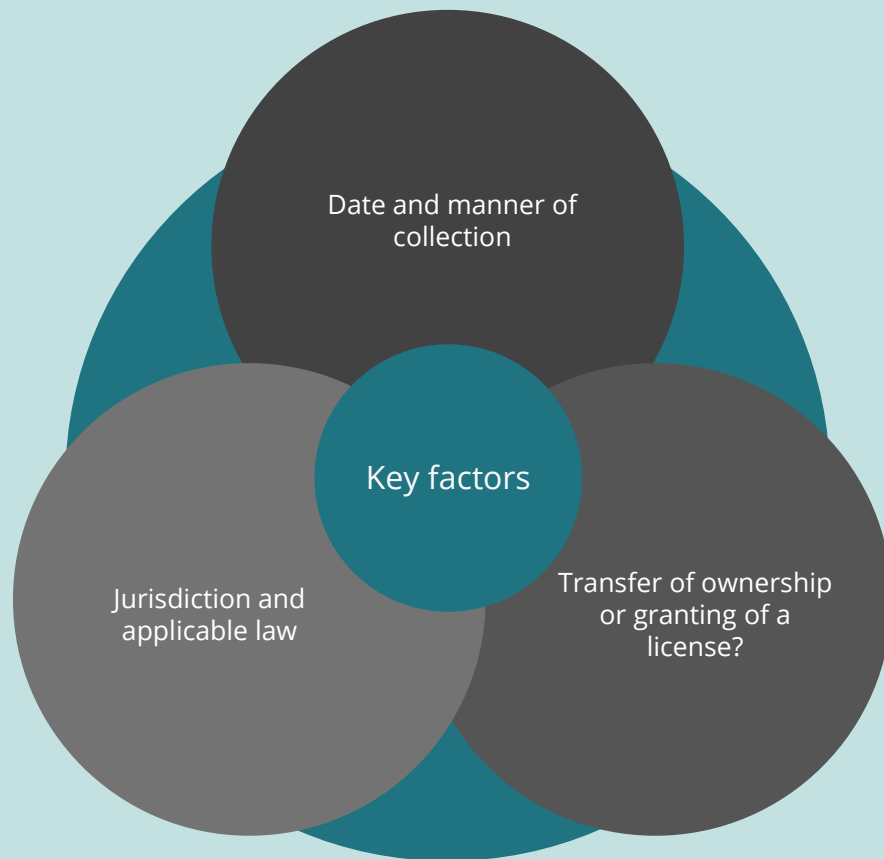
- Controller to Processor or Controller to Controller?
- Services – Scope of the agreement – Data flow
- Who defines the means and the purposes?
- “The parties acknowledge and agree that the Data Provider may Process the Personal Data for other purposes in its capacity as a data controller of the same Personal Data, but this is outside the scope of this DPA” – look in the definition of the Services
- Data flow and what is outside the scope of the agreement

key factors

When engaging a data provider, there are key factors to consider for their evaluation. Since the data of data providers are the ones which can “infect” your database, particular attention should be paid to these topics:

Data provider assessment

- **Source, date and manner of collection**
- **Jurisdiction and applicable law**
- **Transfer of ownership or granting of license to use the data?**



further details – the devil lies in the details!

Data collection and challenges

Data Processing Agreement

Define the relationship

Key factors for the assessment

Further details

- In accordance with applicable data protection rules and regulations: what does this interpret to for each jurisdiction? Consent, legitimate interest or another basis?
- Is the data already publicly available? How is that affecting the risk?
- Where Personal Data has been collected from a publicly available source, Data Provider shall not be in breach of the terms of use of this providing entity (if not given → indemnity)
- Indemnification and liability caps: where to stop?



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Conclusion

am I compliant?

Data providers should become part of your compliance projects. Start your homework early!

In conclusion

- Preliminary assessments
- Mapping of data providers
- DPAs in place
- DPIAs, if necessary



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Artificial Intelligence

Workable and People Search

Data Collection and Challenges

Conclusion

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The logo for Workable, featuring a stylized white 'W' icon followed by the word 'workable' in a lowercase, sans-serif font, all set against a solid teal background.

workable