



March 27th

GCN Annual Conference

Embracing the AI Opportunity

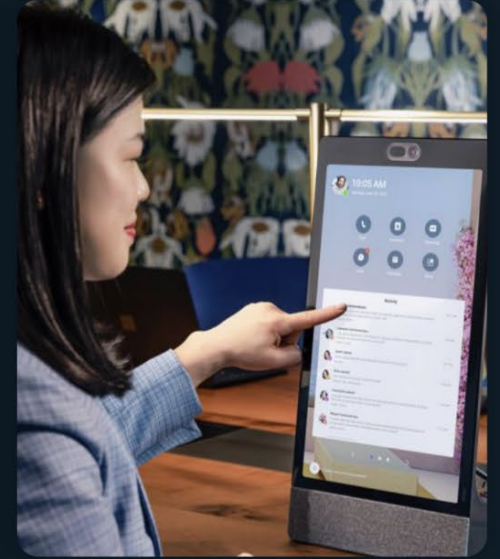
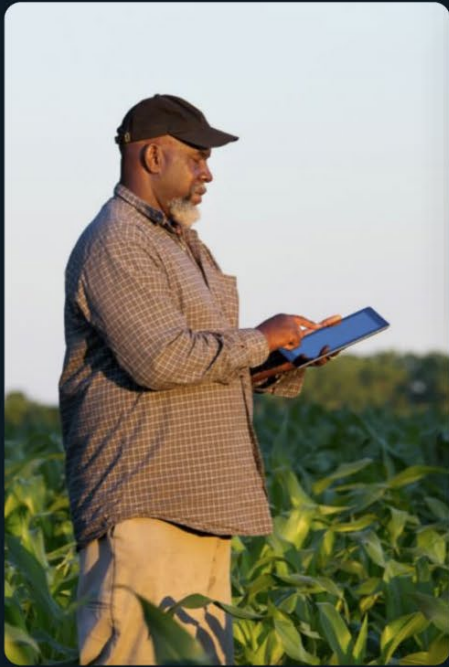
Jeff Bullwinkel

Vice President & Deputy General Counsel

Corporate, External & Legal Affairs

Microsoft EMEA



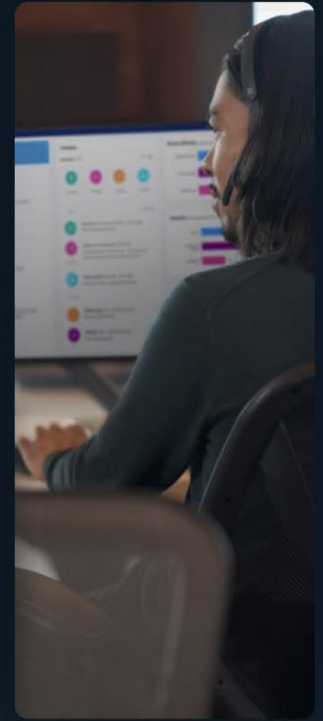
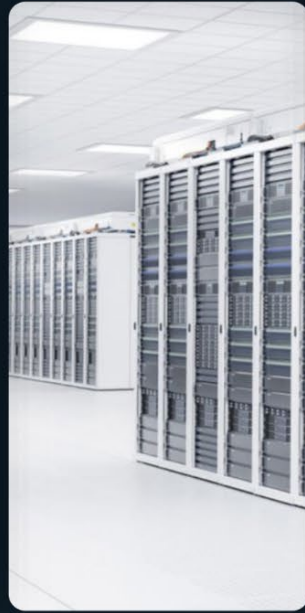


```
app.run {  
    break;  
    case 0:  
        running = false;  
        break;  
    default:  
        System.out.println("Invalid choice!");  
    }  
}
```

This code creates a 'NotesApplication' class that has methods for adding, viewing, a deleting notes, as well as a 'main' method that provides a simple command-line interface for interacting with the application. The application uses an 'ArrayList' to store the notes.

Regenerate response

Send a message...





A brief history of AI

Artificial Intelligence

1950s

Artificial Intelligence

the field of computer science that seeks to create intelligent machines that can replicate or exceed human intelligence.

Machine Learning

1959

Machine Learning

subset of AI that enables machines to learn from existing data and improve upon that data to make decisions or predictions.

Deep Learning

2006

Deep Learning

a machine learning technique in which layers of neural networks are used to process data and make decisions.

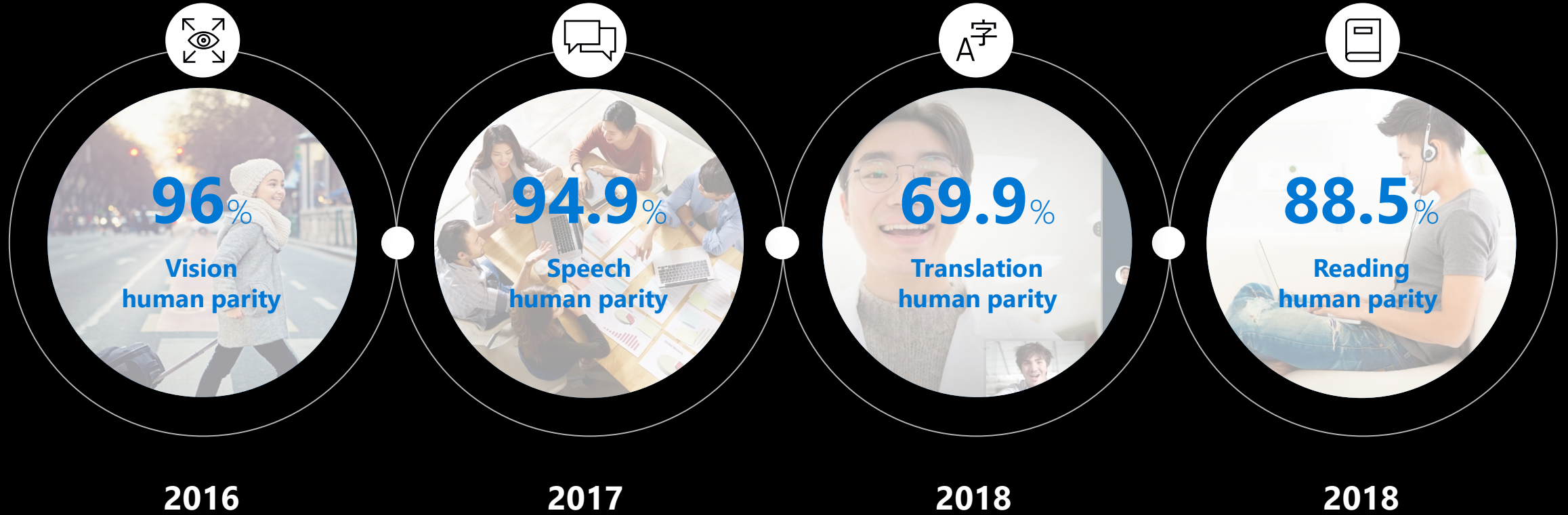
Generative AI

2021

Generative AI

create new written, visual, and auditory content given prompts or existing data.

Achieving human parity

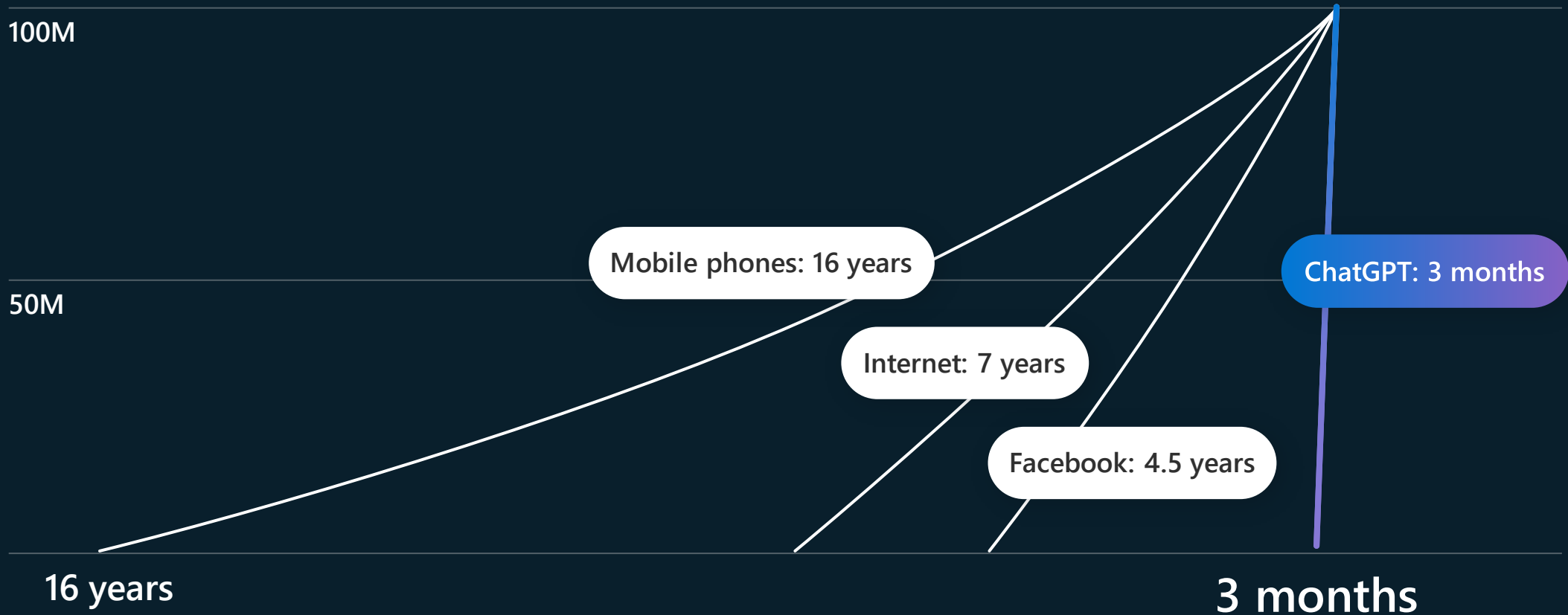


Generative AI technology is here

Time to reach 100M users



ChatGPT



GPT:

What is in a name?

Artificial Intelligence (AI)

A broad set of techniques used to train computers to complete tasks that would otherwise require human intelligence, such as answering questions, generating data and recognizing objects.

Large Language Model (LLM)

Models trained on large amounts of text data that can perform a wide variety of language tasks, including text summarization, generation, and categorization. These models can perform generative tasks like text generation and so there is some overlap between LLMs and generative AI. *Example: GPT models*



GPT-3.5 and GPT-4

Text

ChatGPT

Conversation

Codex

Code

DALL·E 2

Images

What can these Gen-AI services do?

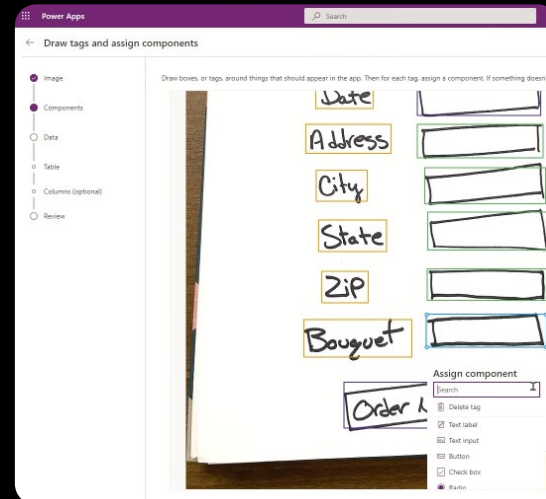
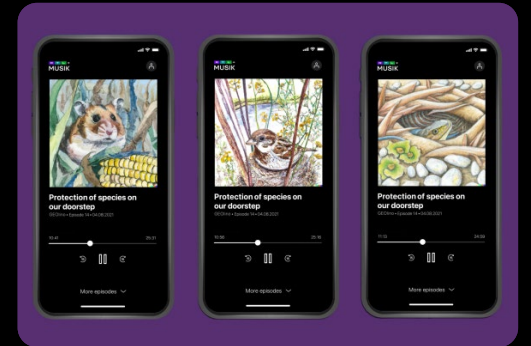
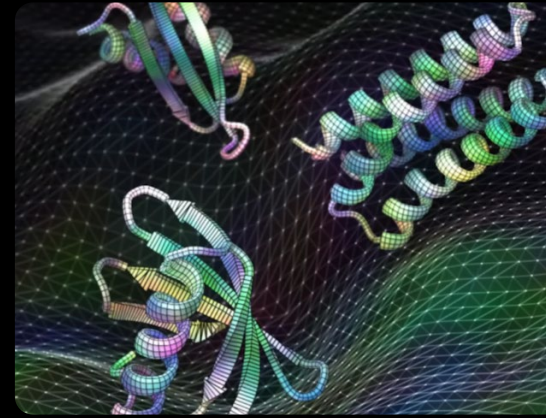
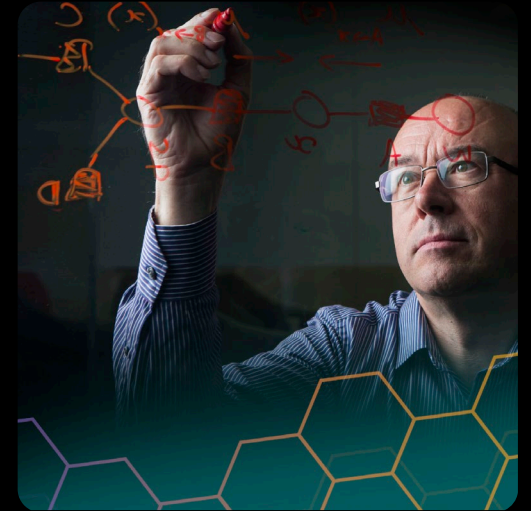
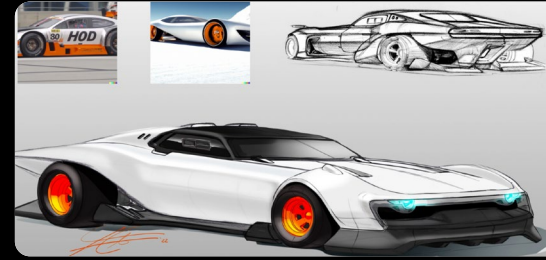
- ✓ **Natural language chatbots:** everything from customer service to personalized tutoring to training for suicide prevention counselors.

- ✓ **Advanced search capabilities:** searching not just for links, but for answers.

- ✓ **Generate text:** emails, draft legislation, contracts, screenplays.

- ✓ **Real time translation, transcription, analysis, and summaries of content** (audio, video, text).

- ✓ **Image recognition and generation.**



AI Empowering
Knowledge Workers
everywhere →

A Copilot for every role and
every task

AI transforming our
approach to major
societal issues →

Healthcare/Life Sciences

Climate Change

Education

Agriculture

Wildlife Conservation

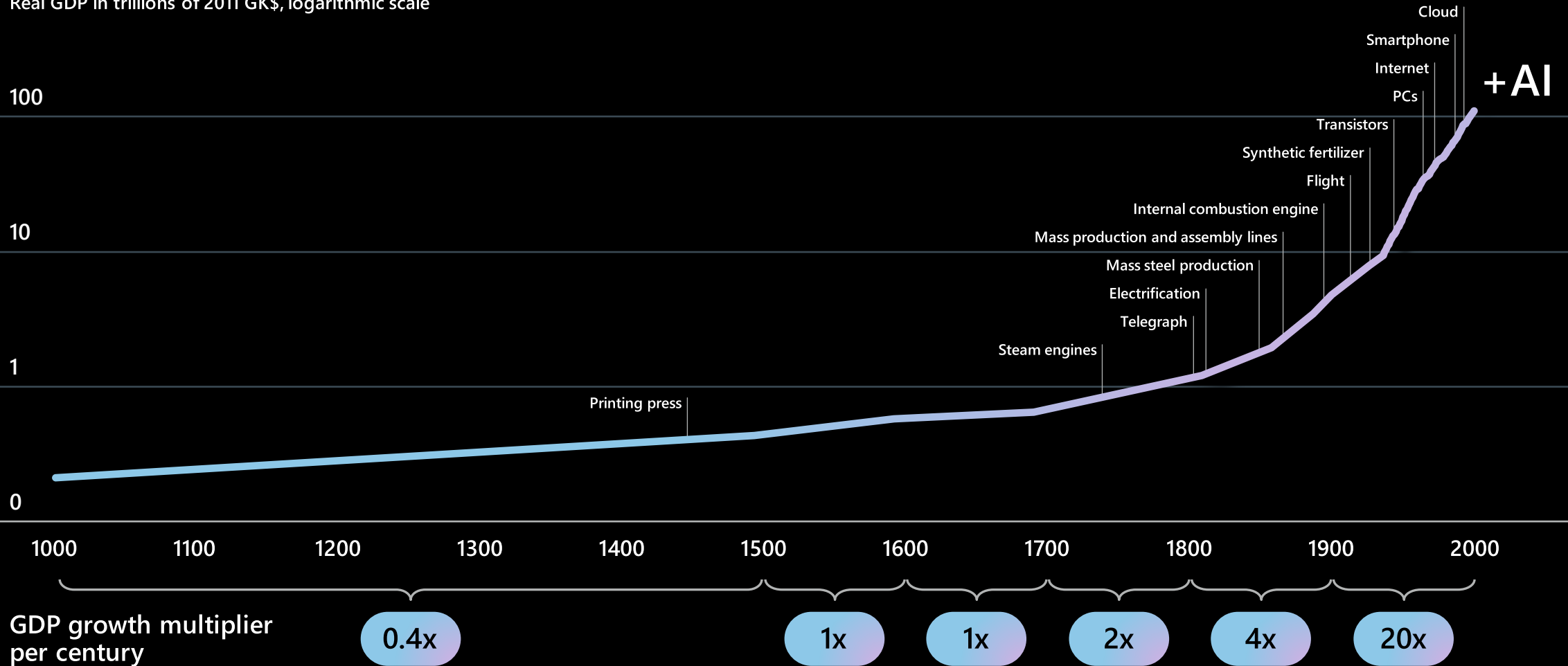
Clean Energy

Accessibility

Social Justice

Global GDP and technological revolutions

Real GDP in trillions of 2011 GK\$, logarithmic scale



Source: Maddison Project, Ourworldindata



The Netherlands - leading on AI

How Albert Heijn is using Azure OpenAI to reduce food waste



HEINEKEN connects employees to information using Azure OpenAI



Harnessing the power of AI to make art accessible for all



What does this mean for the General Counsel and the in-house legal team?

1. Supporting digital transformation without compromising legal or regulatory compliance risk
2. Transforming the legal support provided to clients
3. Shaping public policy



Supporting digital transformation





Speed Skater Irene Schouten - Credit: [Arjan Smit / Wikimedia](#) - License: [CC-BY-SA](#)



SPORTS IRENE SCHOUTEN WORLD CHAMPION DUTCH SPEED SKATERS

MARIJKE GROENEWOUD

SUNDAY, 18 FEBRUARY 2024 - 09:55

SHARE THIS:



Irene Schouten takes third world title in mass start despite fall

Speed skater Irene Schouten could hardly believe it after a chaotic race in the mass start at the long-distance world championships in Calgary. She crashed, was far behind, came back, and still won the sprint. "Not normal, really!" she told NOS. She won the sprint ahead of Canadian Ivanie Blondin and her compatriot and teammate Marijke Groenewoud.

A journey for an AI transformation in legal



Transforming our legal
services at Microsoft



Keeping up with regulatory
and public policy updates





Your everyday AI companion



Shop

What's a good holiday gift for my team?



Analyze

What percentage of taxes should I withhold from my paycheck?



Organize

Can you provide some tips on decluttering my workspace for maximum efficiency?



Code

What are the new features in the latest CSS release?



Chat

Give me a weird fact and hypothesize what it reveals about the world



Compare

Is a SWOT analysis or a priority matrix best for my project?



Manage

How can I set SMART goals and track my progress at work?



Laugh

What are some hilarious one-liners that will brighten up my day?



Focus

What are some techniques to help me avoid distractions at work?



Create

Create a table that analyzes tax advantages of various retirement savings plans



Write

Help me write an outline for my performance review



Copilot uses AI. Check for mistakes. [Terms](#) | [Privacy](#) | [FAQs](#)

Choose a conversation style

More Creative

More Balanced

More Precise



I have worked on a Memo on the EU AI Act. The memo includes information up until December 13, 2023. What are the latest developments on the EU AI Act since December 2023?



171/4000



Advancing AI governance in Europe and internationally

Jun 29, 2023 | [Brad Smith - Vice Chair and President](#)



Advancing AI governance in Europe and internationally





Microsoft's approach and journey



We have made huge investments in AI because we're optimistic about what it can do to help people, industry and society, and because we're committed to bringing technology and people together to realize the promises of AI responsibly.

A five-point blueprint for governing AI

1

Implement and build upon
government-led AI safety frameworks

2

Require safety brakes for AI systems
that control critical infrastructure

3

Develop a broader legal and
regulatory framework based
the technology architecture for AI

4

Promote transparency and ensure
academic and public access to AI

5

Pursue new public-private partnerships
to use AI as an effective tool to address
the inevitable societal challenges
that come with new technology

Meeting the AI moment



AI is built and used responsibly and ethically



AI advances international competitiveness and national security



AI serves society broadly, not narrowly

Meeting the AI moment: advancing the future through responsible AI

Feb 2, 2023 | [Brad Smith - Vice Chair & President](#)

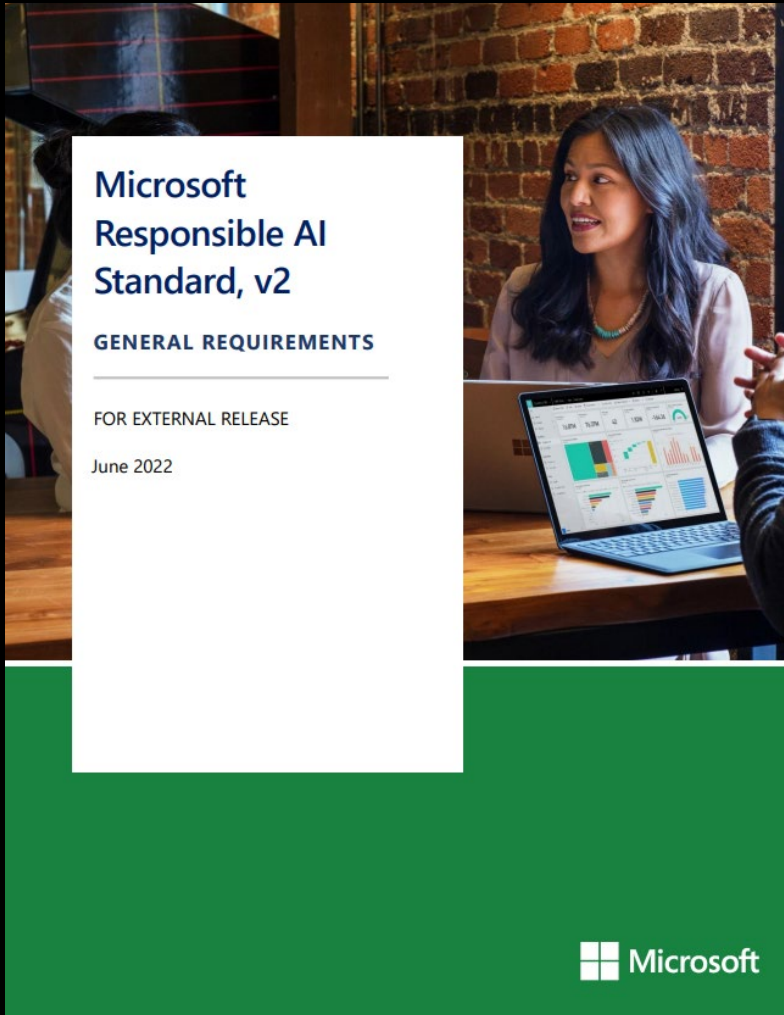


Early last summer, a small group of senior leaders and responsible AI experts at Microsoft started using technology from OpenAI similar to what the world now knows as ChatGPT. Even for those who had worked closely with the developers of this technology at OpenAI since 2019, the most recent progress seemed remarkable. AI developments we had expected around 2033 would arrive in 2023 instead.

Looking back at the history of our industry, certain watershed years stand out. For example, internet usage exploded with the popularity of the browser in 1995, and smartphone growth accelerated in 2007 with the launch of the iPhone. It's now likely that 2023 will mark a critical inflection point for artificial intelligence. The opportunities for people are huge. And the responsibilities for those of us who develop this technology are bigger still. We need to use this watershed year not just to launch new AI advances, but to responsibly and effectively address both the promises and perils that lie ahead.

The stakes are high. AI may well represent the most consequential technology advance of our lifetime. And while that's saying a lot, there's good reason to say it. Today's cutting-edge AI is a powerful tool for advancing critical thinking and stimulating creative expression. It makes it possible not only to search for information but to seek answers to questions. It can help people uncover insights amid complex data and processes. It speeds up our ability to express what we learn more quickly. Perhaps most important, it's going to do all these things better and better in the coming months and years.

Microsoft's approach to Responsible AI



Principles

Fairness
Reliability & safety

Privacy & security
Inclusiveness

Transparency
Accountability

Corporate Standard

Goals
Requirements
Practices

Implementation

Processes
Training
Tools

Oversight

Monitoring
Reporting
Auditing

Microsoft's AI Customer Commitments



Sharing our learnings about developing and deploying AI responsibly



Creating an AI Assurance Program



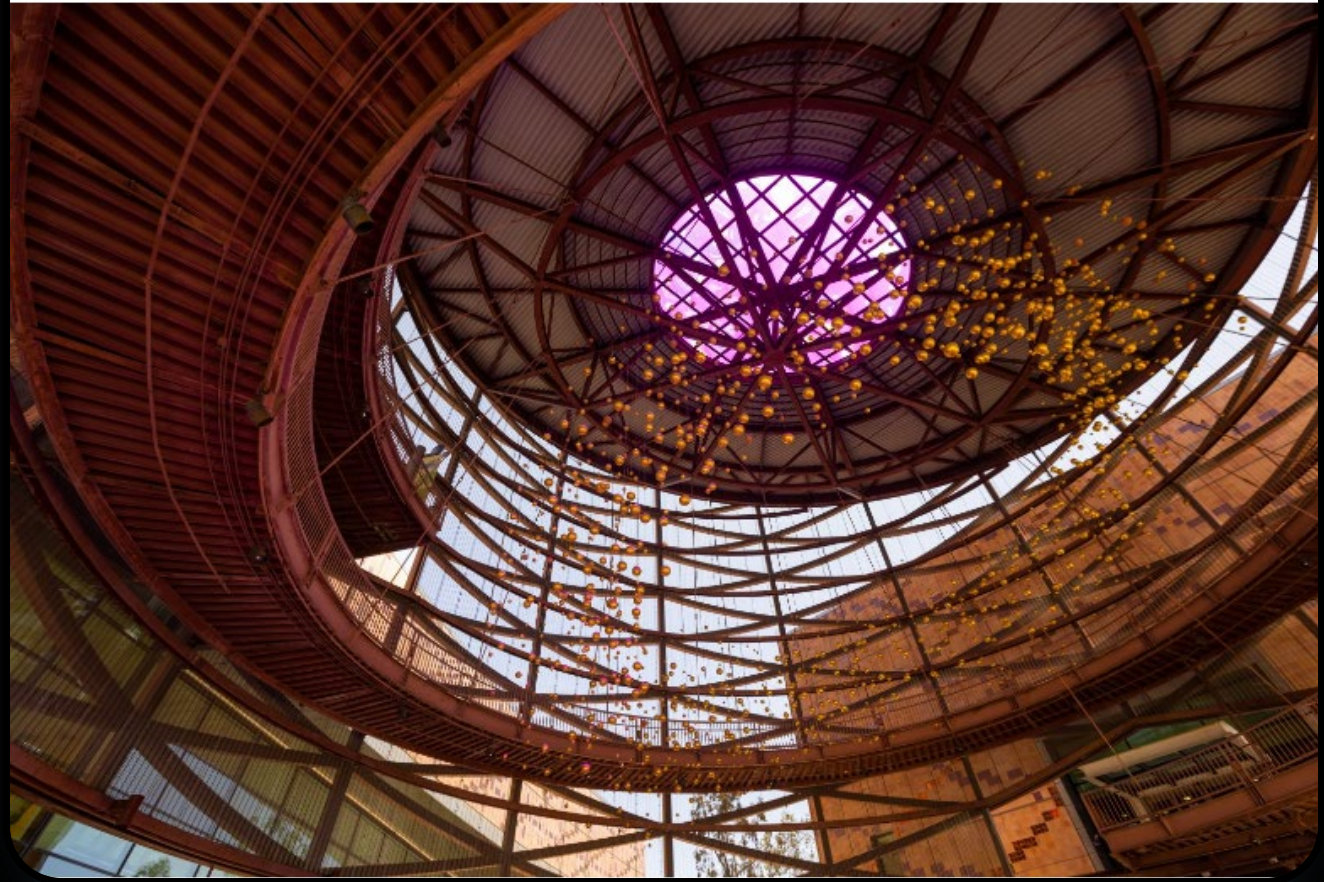
Supporting you as you implement your own AI systems responsibly

Microsoft announces new Copilot Copyright Commitment for customers

Sep 7, 2023 | Brad Smith, Vice Chair and President, Hossein Nowbar, CVP and Chief Legal Officer



A new Copyright Commitment for customers



Microsoft's privacy commitments apply to AI

→ We will keep your organization's data private.

→ Your organization's data is not shared.

→ You are in control of your organization's data.

→ Your organization's data security and privacy are protected by design.

→ Your access control and enterprise policies are maintained.

→ Your organization's data is not used to train foundation models.

→ Our products and solutions comply with global data protection regulations.



“ Digital technologies
literally have become both
tools and weapons”

Brad Smith

Microsoft's Vice Chair and President



Two billion people
around the world will
vote in nationwide
elections in the next
10 months

Microsoft Election Protection Commitments



Candidates must be able to assert when content originates from their campaign and have recourse when their likeness or content is distorted by AI.



Political campaigns must protect themselves from cyber threats and be able to navigate AI with access to affordable and easily deployed tools, trainings, and support



Election authorities must be able to ensure a secure and resilient election process and have access to tools and services that enable this process.



Voters have a right to transparent and authoritative information regarding elections.

The Bletchley Declaration



The White House Executive Order on Safe, Secure and Trustworthy AI



Hiroshima Process - International Code of Conduct for Organizations Developing Advanced AI Systems



The EU AI Act



Thank you!