KPMG

The Americas: How to help boost trust with ethical AI

Businesses in North America, South America, Central America and the Caribbean should address urgent ethical questions attached to the growing use of artificial intelligence (AI) and machine learning (ML).

AI and ML can deliver valuable boosts to business productivity levels

82% of US businesses have achieved positive ROI from deploying AI-enabled machine learning*

But in the Americas, companies are particularly concerned about the security risks of AI

75%
Three quarters say AI/ML adoption raises key customer data privacy concerns

77%
77% feel that AI/ML adoption raises fundamental ethics questions for their business

These AI/ML concerns are rightly placed, as data privacy issues have the potential to damage business reputations

38% admit that public privacy and data protection concerns weaken stakeholder trust

Despite these concerns, companies remain confident in their security capabilities...
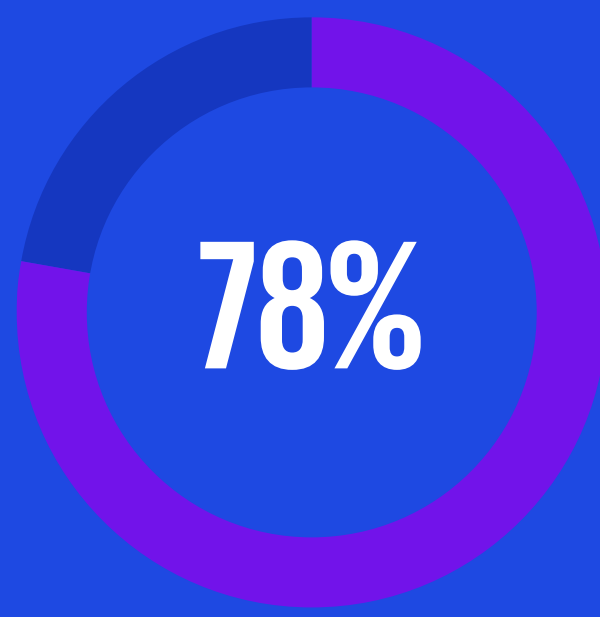
...but recognize that more work is needed. As a result, businesses in the Americas are upgrading AI/ML governance processes as a matter of urgency
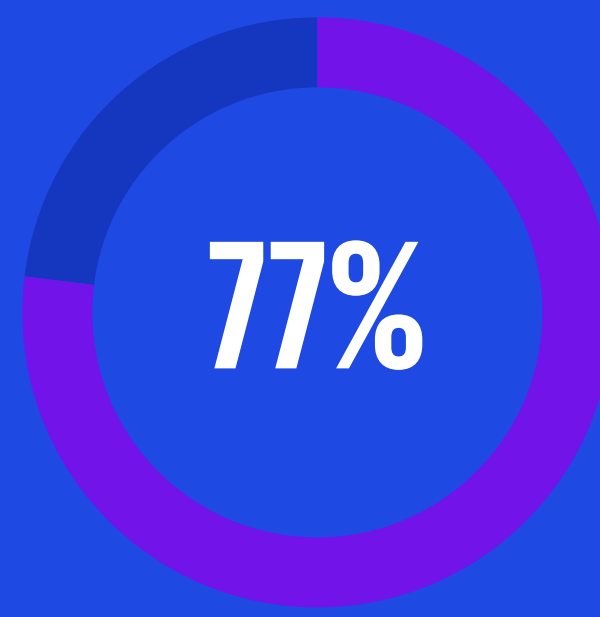
80%
are effective at increasing transparency around data usage and privacy
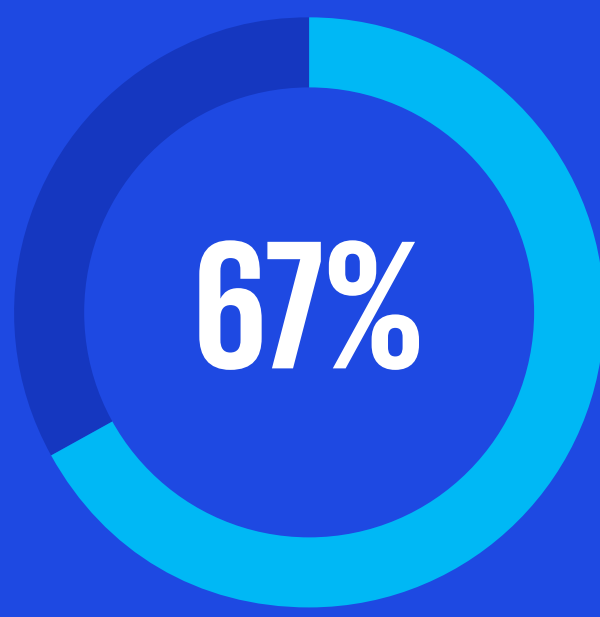
67%
have data-led security risk modeling to support targeting threats and vulnerabilities

78%
recognize their AI/ML adoption calls for more transparency with stakeholders

77%
note they need additional safeguards around how they train and monitor AI/ML systems

Cybersecurity teams should be called upon to influence early discussions in technology implementation. Organizations that successfully address the vulnerabilities presented by AI and ML systems can create new opportunities to boost business trust.

About the research:

KPMG's Cyber trust insights 2022 is based on a survey of 1881 executives across a range of industries operating from ASPAC, EMA and the Americas.

*This statistic is sourced from the KPMG global tech report 2022 which is based on a survey of 2,175 executives, with 1,050 of those operating from the United States.