

AI BIAS & TRUST: 7 RED FLAGS

Bias is not only a data problem. It can enter through the goal, inputs, labels, proxies, review process and deployment.

1 THE GOAL IS VAGUE

"Find the best" or "rank the riskiest" hides whose definition and whose tradeoffs are being used.

2 HISTORY IS TREATED AS TRUTH

Past decisions can carry forward past exclusions, errors and unequal access.

3 PROXY VARIABLES SNEAK IN

ZIP code, device, schedule, job title or purchasing behavior can stand in for protected or sensitive traits.

4 ONE SCORE BECOMES THE ANSWER

A prediction is used as a final decision without context, uncertainty or meaningful review.

5 NO ONE CAN EXPLAIN THE RESULT

The business cannot say what influenced the outcome or what the tool should not be used for.

6 NO APPEAL OR CORRECTION

People have no practical way to challenge bad data or a wrong outcome.

7 NO POST-LAUNCH CHECK

The tool is never tested for drift, recurring errors or unequal impacts after deployment.

8 REMEMBER

A red-flag checklist is not a bias audit. High-impact uses need evidence, testing and governance.

AI ETHICS & GOVERNANCE REVIEW

Trust is earned by the system around the AI - not by how confident the output sounds.

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