

Business Roundtable Artificial Intelligence Policy Recommendations

Artificial intelligence (AI) is a set of powerful and versatile technologies with beneficial applications across virtually every corner of the economy, driving prosperity and serving as a catalyst for opportunity. Businesses and policymakers both have an important role to play in ensuring that AI is developed and deployed responsibly to build trust and broad adoption. Business Roundtable is committed to collaborating with policymakers to support a strong AI ecosystem.

As policymakers weigh the benefits and risks of AI across a broad range of applications and industries, policies intended to create regulatory guardrails for AI must be carefully crafted to promote responsible development and use without hindering adoption and growth. The Roundtable's key recommendations are outlined below and explored in full throughout a series of white papers.

Defining and Addressing AI Risks

- Policymakers should focus on high risk and potential outcomes associated with deploying AI models and systems in specific contexts, while avoiding broad classifications of risk for entire sectors, categories of AI or uses of AI. Additionally, policymakers should define "high-risk" through a collaborative, robust stakeholder process.
- Policymakers should align legislative and regulatory proposals with existing, effective domestic and international policies and industry risk management strategies to promote a harmonized approach and avoid introducing uncertainty and conflicting compliance requirements.
- Policymakers should identify clear, measurable strategies for evaluating and addressing AI risks that will equip developers and deployers with the necessary information to safely, securely and confidently use AI.

Promoting American Leadership in AI Innovation

- Policymakers should support strategic public-private partnerships working to strengthen AI innovation infrastructure, including codifying and appropriately funding the National AI Research Resource and U.S. AI Safety Institute.
- Policymakers should expand access to technical resources, including efforts to make high-impact government datasets more widely available.
- Voluntary, harmonized and flexible risk-based standards will ensure that organizations are equipped to evaluate and implement AI tools, systems and services. Standards should be developed through partnership with industry, government and other relevant stakeholders.

Safely Harnessing Synthetic Content's Potential

- Policymakers should adopt risk-based guardrails for synthetic content that are adaptable and protect beneficial uses.
- Policymakers should support initiatives that seek to validate authentic and credible content, ensuring individuals have sufficient information to identify the source and evaluate the trustworthiness of the content they encounter.
- Regulatory guardrails should integrate multiple technical and people-centric approaches to effectively manage the risk of synthetic content to people and society.
- If policymakers create frameworks that impose penalties for harmful AI-generated synthetic content, they should ensure that responsible parties are given an opportunity to remediate.

About Business Roundtable

Business Roundtable is an association of more than 200 chief executive officers (CEOs) of America's leading companies, representing every sector of the U.S. economy. Business Roundtable CEOs lead U.S.-based companies that support one in four American jobs and almost a quarter of U.S. GDP. Through CEO-led policy committees, Business Roundtable members develop and advocate directly for policies to promote a thriving U.S. economy and expanded opportunity for all Americans. Learn more at www.brt.org.