

## Artificial Intelligence (AI) Definitions

The following are additional definitions to support the [AT&T Artificial Intelligence \(AI\) Policy](#).

**AI System:** A machine-based system with a component of machine learning or autonomous reasoning and/or decision making that can, for a given set of human-defined objectives, train on data and develop models to make predictions, recommendations, or decisions influencing real or virtual environments. Excludes rules-based automation.

**AI Solution:** An application of one or more “AI Systems” to solve a human-defined problem or achieve a human-defined goal.

**AI Practitioner:** A person whose work supports one or more stages in the lifecycle of an AI System or AI Solution. Includes, but is not limited to, AI Data Scientists, AI Software Developers, AI DevOps (Development Operations) personnel.

**Privacy Impact Assessment (PIA):** A review performed by the privacy team on a given product, process, service, or initiative (including, but not limited to, a proposed use of an AI Solution) that involves processing of personal information (PI). The review is intended to assess, and to the extent possible, mitigate privacy risks that may arise due to the use of PI.

**SIFT (System to Integrate Fairness Transparently):** is an operational framework to identify and mitigate bias at different stages of an industry ML project workflow.

**MLFlow:** is the centralized repository to inventory, discover, manage, and annotate AI and ML models across the enterprise. In addition, it manages the complete machine learning lifecycle from experiment to workflow integration and more.

**Generative AI:** refers to a type of artificial intelligence that can create new and original content, such as images, music, text, or software code without being explicitly programmed to do so. This is achieved using deep learning algorithms that are trained on large datasets of existing content, allowing the AI to learn patterns and generate new content that is similar in style or structure. (e.g., Conversational AI, Ask AT&T, Text to Image AI, AI Audio Enhancing Speed, AI Music Creators, AI Voice Generators, AI Powered Code Generators).

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