Development of AI at LinkedIn

Responsible AI Principles

LinkedIn has long been a leader in responsible AI development and deployment. Our work is guided by our Responsible AI Principles:

Advance Economic Opportunity

People are at the center of what we do. AI is a tool to further our vision, empowering our members and augmenting their success and productivity.

Uphold Trust

Our commitments to privacy, security and safety guide our use of AI. We take meaningful steps to reduce the potential risks of AI.

Promote Fairness and Inclusion

We work to ensure that our use of AI benefits all members fairly, without causing or amplifying unfair bias.

Provide Transparency

Understanding of AI starts with transparency. We seek to explain in clear and simple ways how our use of AI impacts people.

Embrace Accountability

We deploy robust AI governance, including assessing and addressing potential harms and fitness for purpose, and ensuring human oversight and accountability. We are committed to learning from, and helping, others as AI best practices, norms and laws evolve.

Our AI Methodology

In building and approving AI features, we have a design review process to ensure that product design aligns with LinkedIn's Responsible AI Principles and privacy and security standards. This includes steps such as evaluation of data privacy controls, review of AI disclosures, measurement of AI output quality, integration of output moderation, and implementation of quality and trust measurement systems.

LinkedIn is committed to ensuring all of the products we provide can be used in compliance with applicable law, our privacy policy, and customer agreements as applicable. We also conduct risk assessments and data protection impact assessments for LinkedIn products that incorporate generative AI (GAI) models to power features that create or suggest content, in accordance with applicable law.

A thorough security standard has been set up at LinkedIn to lessen the risks linked with the application of Generative AI technology. This standard encompasses requirements for the complete lifecycle of Generative AI models, ranging from their creation and training to their implementation and supervision. Generative AI models that are created and upheld by third parties for LinkedIn are required to comply with secure software development controls. This involves consistent auditing and penetration testing to guarantee the security of the models and their adherence to LinkedIn's policies. LinkedIn performs an internal penetration test before releasing the functionality to the public. External penetration tests are conducted annually thereafter.

Compliance with applicable privacy, data protection, regulations, executive orders, and guidance

LinkedIn complies with applicable law in the jurisdictions where our products are offered and we always seek to enable our customers to comply with their legal obligations when using our products. We are committed to keeping our platform trusted and professional, and we respect the laws that apply to us in the countries in which we operate.

AI Regulations

We take pride in maintaining a professional, trustworthy platform and honoring the legal standards, including legislation like the EU AI Act. As the legal and public policy landscape relating to AI continues to develop, LinkedIn is closely monitoring emerging requirements which may apply to our services. However, you should consult with your legal team about any legal obligations specific to your company or situation.

Mitigating Bias and Auditability

LinkedIn conducts fairness and bias reviews on a per-model level, including models used in talent solutions products. When potential biases are identified, the team investigates and, as appropriate, retrains the model to mitigate the biases (or deramps the model).

Privacy and Data Protection:

LinkedIn takes a global approach to privacy and data protection, applying GDPR as our baseline compliance standard for all jurisdictions. LinkedIn's contractual Data Processing Agreement (published at https://legal.linkedin.com/dpa), addresses LinkedIn's obligations to comply with data protection laws around the world, including but not limited to the GDPR, LGPD, and CCPA.

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