



AI and Predictive Analytics are Changing HR and Recruiting – The Risks and Rewards

Event

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For years, businesses have been using predictive analytics to help predict human behavior for things like marketing, health care, credit risk assessment, and more. Now, these same principles, algorithms, and tools are being used in HR: it's called People Analytics. It will forever change the way companies conduct HR functions and, as a result, the issues that employment lawyers must deal with. By some measures, over 80% of HR departments are already using People Analytics or AI, whether for recruitment, performance evaluation, pay equity, talent management, retention, insurance-cost management, or to predict staffing needs—and the EEOC has noticed. These data tools are squarely on the EEOC's radar and will be a focus over the next couple years. Meanwhile, other jurisdictions are also regulating how employers can use data analytics, seeking to protect employees and candidates from automated employment decision tools. Congress may even step into the fray if it passes the American Data Privacy and Protection Act. Is your organization ready to deal with these issues?

Join Dave Walton and Erica Wilson as they discuss the impact of People Analytics on HR departments, the legal risks relating to these tools, and how you can prepare for the regulatory storm that is certain to come.

If you have any questions, please contact [Donna Kearney](#).

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