



The Rise of AI

Opportunities, Risks, and Regulation in the EU

24.05.2023



What do you think are the most common applications of AI in PT?

Common AI Application



HR

HR tools increasingly use AI, both at recruitment and post-hire stages

Profiling and customer segmentation also often uses AI

Digital Marketing



Biometrics

Use of facial recognition technologies also implies AI

Call centres and virtual assistant tools also use AI to develop and adapt to customers/users

Virtual Assistants



Translation Tools

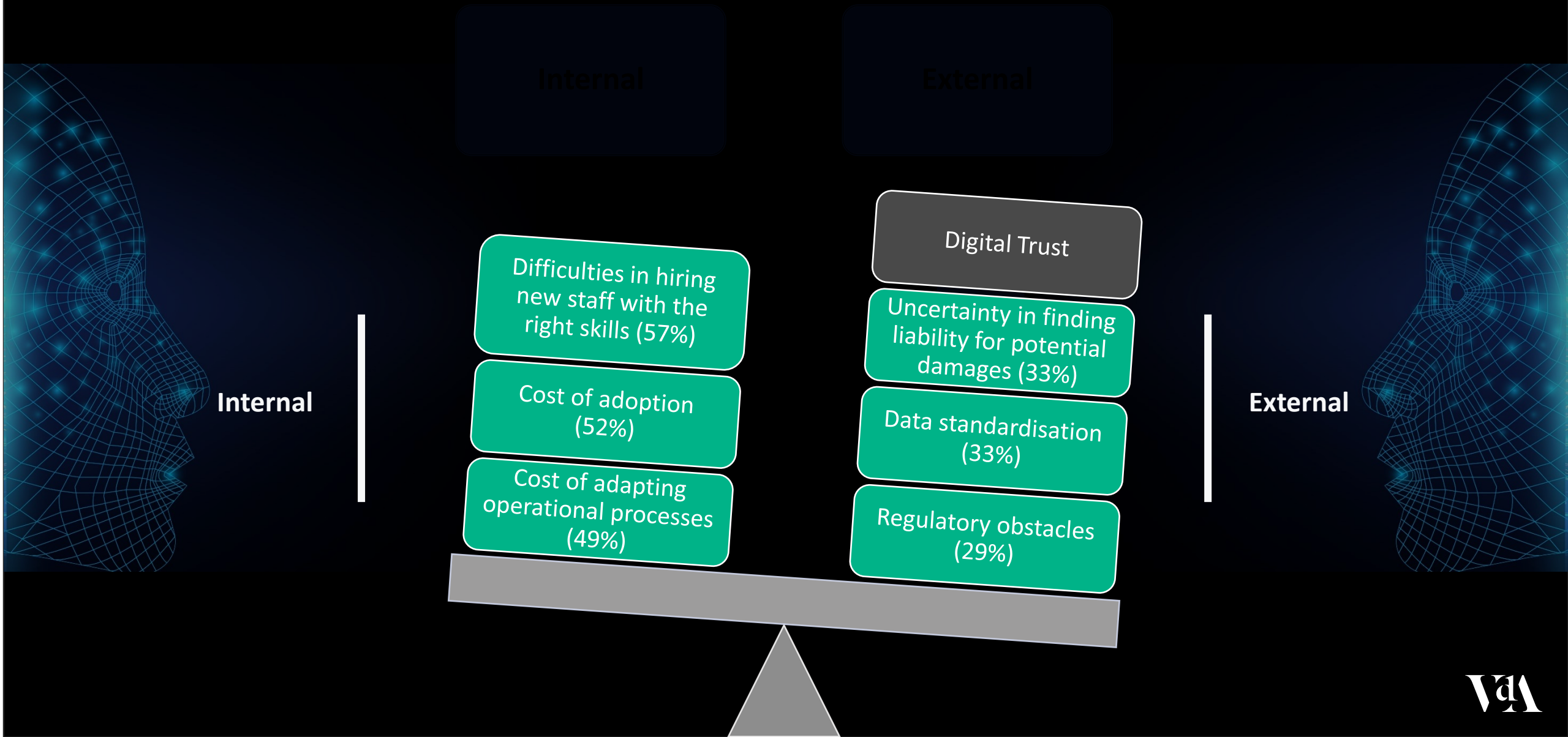
Translation tools that keep the inputs they receive, learning from them



What are the main **business** challenges of AI?

legal
ethical

Key Business Challenges to AI Adoption



3 Inherent **Ethical & Legal** Challenges of AI



Bias

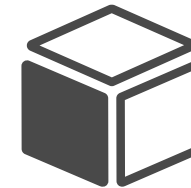


Deep neural networks & statistical based truths



Difficulty to identify & correct errors

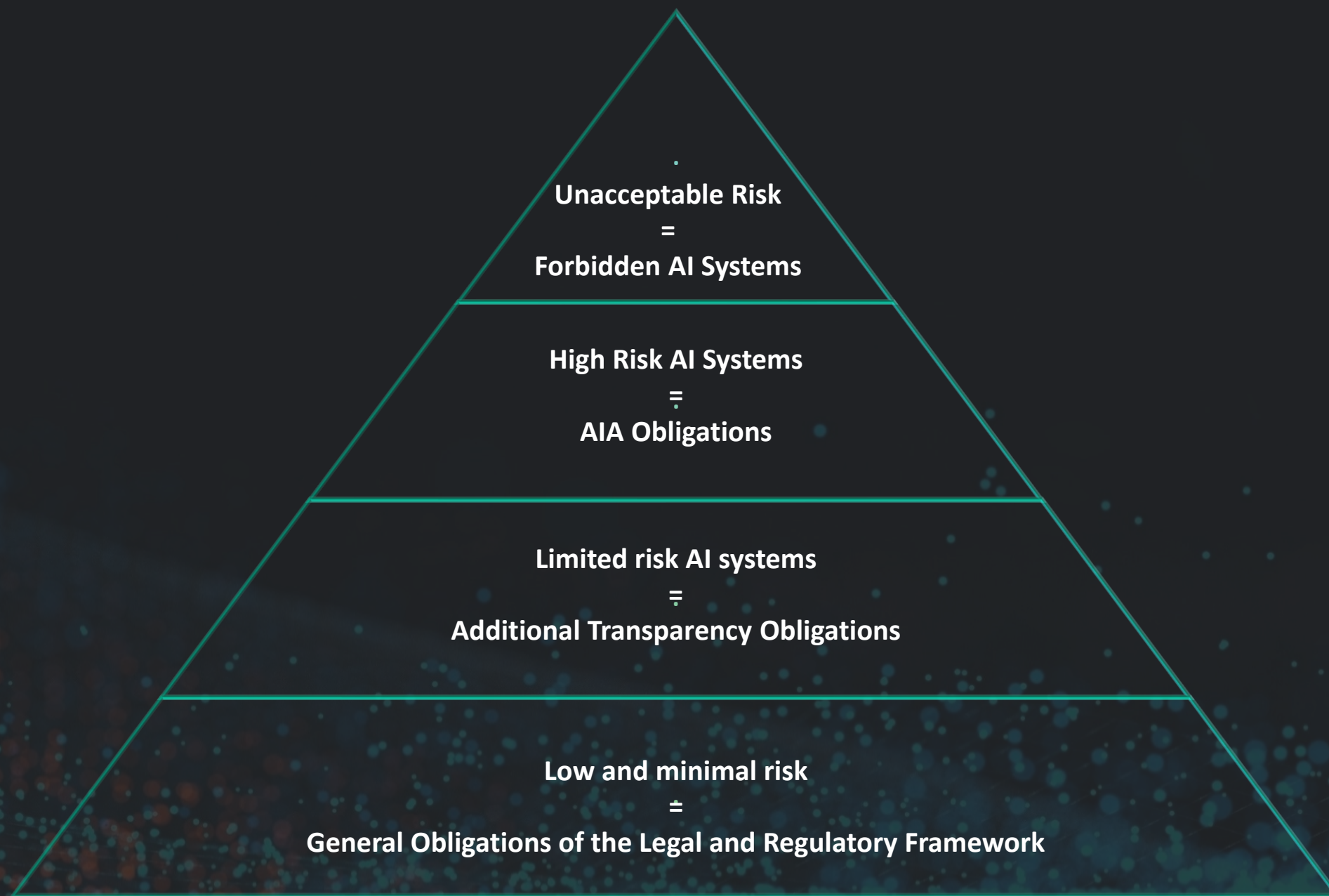
- ☐ Transparency
- ☐ Explainability
- ☐ Accountability



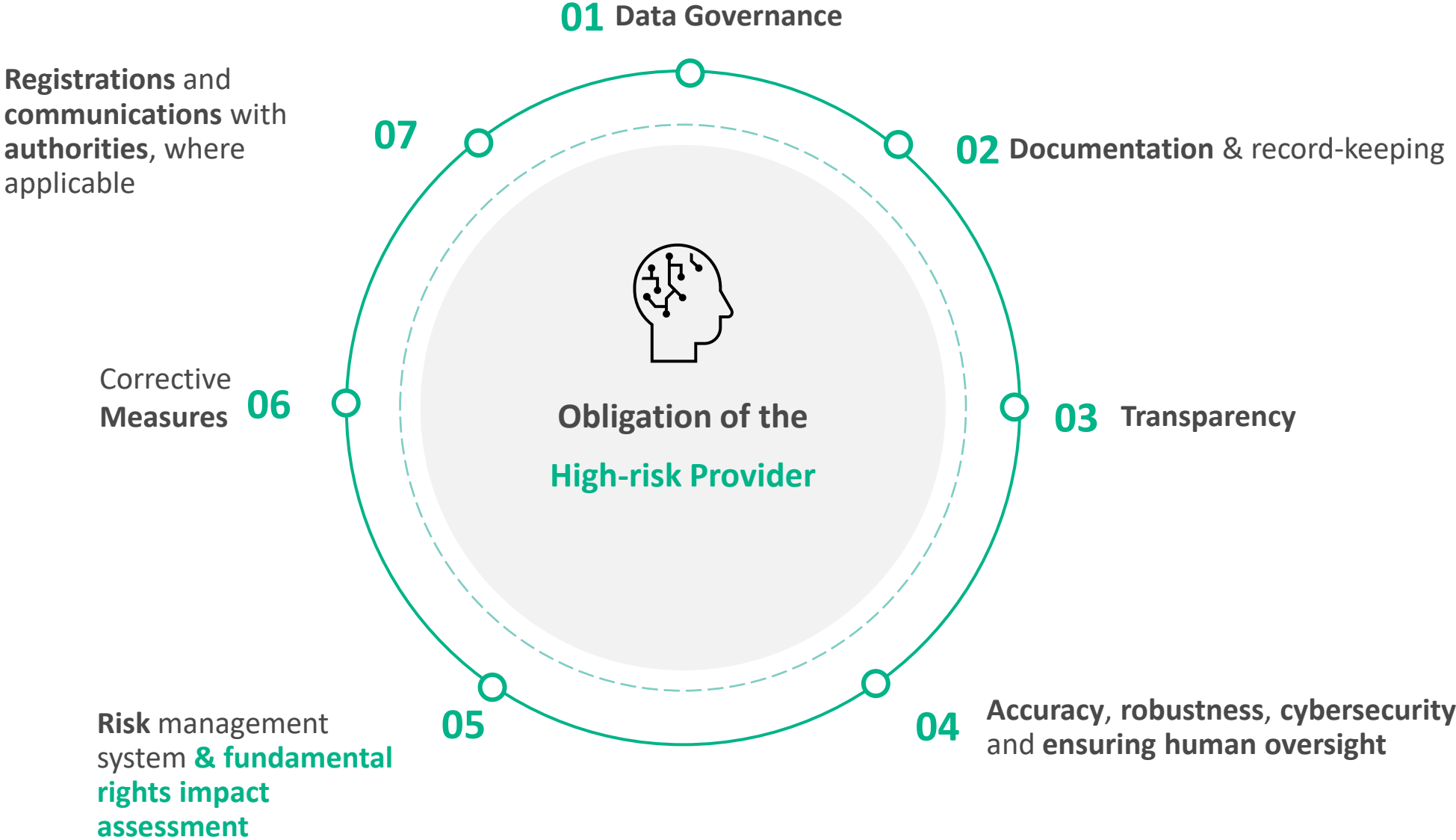
Black Box Problem



What will the AI Regulation look like in the EU?



High-Risk AI Systems





“

In a representative survey of 2020, liability ranked amongst the top three barriers to the use of AI by European companies. It was cited as the most relevant external obstacle (43%) for companies that are planning to, but have not yet adopted AI.

”



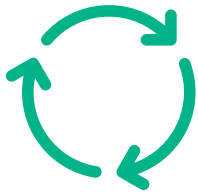
European enterprise survey on the use of technologies based on AI, Ipsos 2020, Final report p. 58



How can we tackle the legal and regulatory challenges ?

How can we tackle the legal and regulatory challenges ?

AI Lifecycle



Data Governance



AI Impact Assessment



Contact

Iakovina Kindylidi

Senior International Advisor



imk@vda.pt



T. 21 311 3400



www.vda.pt