Establish the impact on security of advanced algorithms for use in applications, and evaluate important social and ethical considerations in how these types of algorithms are being deployed by business and government.

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# Introduction

Name of Algorithm

**Just Pick** is a movie recommendation web app that uses an advanced algorithm called LLaMA 3.2 pretrained language model to deliver personalized suggestions.

# Security

Pretrained model can collect data which we collect in our project to use or sell it.

While this model enhances the user experience, it may raise data privacy concerns, as it can inadvertently collect or process user data that might potentially be used or shared by third parties. To prevent this, we minimize data exposure by encrypting data and ensure full compliance with privacy regulations. We don't send user sensitive data directly to model.

# Business

Social:

Advanced algorithm like LLaMA have a significant impact on society.

This also affects us directly, as seen in the ongoing changes in the job market driven by automation and Artificial Intelligence. “AI is already replacing jobs, responsible for nearly 4,000 cuts made in May 2023, according to [data](https://omscgcinc.wpenginepowered.com/wp-content/uploads/2023/06/The-Challenger-Report-May23.pdf) from Challenger, Gray & Christmas Inc. [OpenAI](https://www.techtarget.com/searchenterpriseai/definition/OpenAI) -- the company that created [ChatGPT](https://www.techtarget.com/whatis/definition/ChatGPT) -- estimated 80% of the U.S. workforce would have at least 10% of their jobs affected by [large language models](https://www.techtarget.com/whatis/definition/large-language-model-LLM) (LLMs).” (Lutkevich, 2024)

It enhance user experience by providing accurate content for example, in movie recommendation systems. However, users also need to be mindful of the data they share with these models, as AI systems may process or retain personal information, raising privacy and ethical concerns.

Ethical:

Pretrtained AI models can przetwarzać i przechowywać poufne dane użytkownika bez wyraźnej zgody użytkownika, jeśli nie są stosowane zabezpieczenia. Użytkownicy powinni być informowani o tym, kiedy wykorzystywana jest sztuczna inteligencja i byc swiadomi o mozliwosci bledu.

# Government

Social:

Business increasingly deploy these algorithms for services like public communication or social service automation, raising serious social considerations. Governments must provide skills training for the public on the risks and benefits of AI to enable people to understand how AI affects their lives. It is also important for the government to provide programs or social benefits to those whose jobs are replaced by automation.

Ethical:

Individuals are not aware of how their data is being used. This creates a gap in public trust, as people unknowingly agree to practices that violate their privacy. Therefore, governments must introduce clear regulations regarding the use of AI by companies to ensure that AI technologies are used in a transparent manner.

# Conclusion

Pretrained models has a developing impact on security in modern applications.

# References

Lutkevich, ben (2024). *Will AI replace jobs? 9 job types that might be affected*. [online] WhatIs.com. Available at: https://www.techtarget.com/whatis/feature/Will-AI-replace-jobs-9-job-types-that-might-be-affected.

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