Ethics of Artificial Intelligence: Case Study on Unfair Commercial Practices

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Abstract—**This paper examines the ethical implications of unfair commercial practices in artificial intelligence by focusing on a case study. It involves the Italian Competition Authority's ruling against Facebook for misleading data practices which is presented in the OECD's AI case studies (Chapter 4, Case 3) [1]. Here, we discussed on the issues of unconsenting data, its exploitation, transparency, and the long-term societal impact of such practices.**

I. INTRODUCTION

Our whole world is now resembled around data. The one which is generated by each one of us daily. It might not put value to us but some might use them for their benefits. The question now arises who has the right to use those data. Are we not ourselves the sole owner of the data we produce? Now there comes the big fishes who themselves survive on our data but forgot to acknowledge us. They make their terms of service so complicated that the regular people just scrolls and agrees without giving a second thought. They make our data available to third party companies whom uses them for commercial use [1]. They do not let us know their unfair polices when using their services and later after getting caught they updates them according to their wish. They do not even think of providing a bare explanation for their such lowly works [2].

II. ETHICAL IMPLICATIONS

When our data is being used their comes the term 'privacy'. Do we even know what type of our data is being used and where? Is there even a safe threshold on what percentage do they being used? The thing is we are completely unaware of such thing and live in uncertainty [3]. Are we being tracked through our data? Do they use those data to monitor our behaviors, gather preferences such as interests for manipulating us and use them to their advantage [4]. We do not even know if they are accessible as public data. Are we being tracked through our data? Are those data being used as an public surveillance. Should not "contextual integrity" be imposed here [5].

III. LONG-TERM SOCIETAL IMPACT

The information that is being gathered and stored whats of them. The privacy and data protection legislation should been applied here. There has to be a public transparency of which part of our data is being collected and shared to whom. The completed disclose of this is very much needed as well as give us an option to turn off data sharing where we are not comfortable to share our data. Further more, our consents should be taken prior to sharing those data to third party. This will make users more concentrate and aware of the misuse of their personalized data [6].

IV. CONCLUSION

The more ignorant we are, the more ignorance we get. As long as the users do not claim their personalized data as their own there will be complications. Although this does not give green signal to the services to use our data as their own will. For such commercial practices proper guideline and authoritative approach should be taken align with the consent and interest of the user mitigating unfairness and misuses.

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