

Duscussion-7 AI and Data

Discussion Topic:

AI is a growing topic and the use of data can have an impact on the way we live our lives.

If technology could predict when someone is buying enough cigarettes to put them at more risk for cancer, or by purchasing an increasing amount of fast food that could cause health problems in the near future, would this be acceptable?

How do you believe the laws regarding AI need to evolve to protect the way we live our lives?

What laws would you implement to protect consumer information?

My Post:

Hello Class,

Since the release, in November 2022, of the chatbot ChatGPT, Artificial Intelligence (AI) has been at the center of significant attention in the news media, as it has shown the potential to revolutionize and reshape how people live and work (Ricciardi, 2024). Additionally, AI intelligence and capacity have grown exponentially since 2022 with massive data centers being built around the US. This has brought to light significant concerns about the misuse of personal data, as well as the development and implementation of AI. Furthermore, this has highlighted the need for legislation and guidelines to safeguard privacy, as well as ensuring the safe and ethical development and deployment of AI.

These new and fast-paced advancements in AI technology have introduced new questions that were not previously even considered, such as whether it is acceptable to predict when someone is purchasing enough cigarettes to increase their risk of cancer or consuming a growing amount of fast food that could lead to health problems in the near future. These questions deal with individuals' personal information but more so with individual choices and behaviors, raising serious issues about privacy and the ethical use of AI.

In my opinion, the concern is not about AI predicting someone's behavior but rather about who seeks access to the data that the AI analyzes, prediction results, and for what purpose. In other words, it is more about who is seeking the information and for what goal. This issue is related to the dilemma of individuals' consent and privacy. For example, if an individual consents to the use of their personal data to predict whether their habits are unhealthy, access to both the data and the prediction should be strictly controlled by the individual, not another party.

This brings up the issue of social media such as Facebook (Meta), YouTube (Google), and X (formerly Twitter), those companies own all the data shared on their platforms, making it relatively easy for an AI just by looking at what an individual shared and browsed posts/videos/pictures data to predict if you have diabetes or if that individual has diabetes, is a good or bad driver, likes to drink alcohol, political party affiliation, etc. To use these platforms, individuals have to consent to terms of use that grant the social media company ownership over all the data shared and viewed on their platforms. As things stand today in the US, this data is not protected because individuals do not own it. Instead, it is left to the

discretion of social media companies, which have ownership and control over the data. This is not acceptable, individuals should be the only ones to have control over their personal data, and consent for its use should be revocable at any time, companies or businesses should not be allowed to own individuals' personal data. However, it is probably too late for that as personal data is a currency, it is the new oil of the internet.

“Personal data has been described as the “the new oil of the Internet.” The global data monetization market is projected to increase to USD 6.1bn by 2025, and the success of giants like Facebook or Google speaks for itself. Almost all companies create, store, share and/or use personal data i.e. information from or about individuals. While the current assumption is that data subjects voluntarily share their data in exchange for a “free” service, the awareness of the value of personal data and data sovereignty is growing amongst consumers, businesses, and regulators alike. However, there is currently no consensus on which factors influence the value of personal data and how personal data should be priced regarding self-determination and data sovereignty.”
(Busch-Casler & Radic, 2022, p.3)

AI should be allowed to train and analyze personal data if consent is given by the individual to do so. Additionally, strong guarantees should be given that the data will not be leaked or shared. While some legislation, such as the General Data Protection Regulation (GDPR) in Europe and the California Consumer Privacy Act (CCPA) in the US, offers a level of protection for personal data, there are probably enough to guarantee full protection; moreover, the US does not have comprehensive federal laws that safeguard personal data from being used for AI training or analysis.

Thus, a comprehensive AI and personal data protection legal framework should be established

- Mandate explicit consent for AI training and analysis, specifying how data will be used and safeguarded.
- Require transparency from companies regarding their data collection, sharing, and AI utilization practices.
- Impose strict penalties for data breaches or misuse, incentivizing companies to invest in robust security measures.
- Introduce ethical review boards for AI systems that analyze personal data to prevent biases, discrimination, and unethical applications.

To summarize, AI intelligence and capacity have grown exponentially since 2022 raising concerns about the misuse of personal data, the implementation and development of AI, and the urgent need for guidelines to safeguard privacy, as well as ensuring the safe and ethical development and deployment of AI. While AI has the potential to significantly revolutionize for the better the way we work and live, without robust legal frameworks to address the potential misuse of personal data and AI, these issues will continue to escalate. Thus, establishing comprehensive regulations that prioritize consent, transparency, and accountability is essential for the safe and ethical implementation, development, and use of AI.

-Alex

References:

Busch-Casler, J., Radic, M. (2022). *Personal Data Markets: A Narrative Review on Influence Factors of the Price of Personal Data*. In: Guizzardi, R., Ralyté, J., Franch, X. (eds) Research Challenges in Information Science. RCIS 2022. Lecture Notes in Business Information Processing, vol 446. Springer, Cham. pp. 3–19. https://doi.org/10.1007/978-3-031-05760-1_1

Ricciardi, A. S. (2024, November 17). *Navigating the AI revolution: Promoting innovation and mitigating Risks*. Medium. <https://medium.com/@alex.omegapy/navigating-the-ai-revolution-promoting-innovation-and-mitigating-risks-bc48557eb14f>