

NINETEENTH CONGRESS OF THE )

REPUBLIC OF THE PHILIPPINES )

30 JAN 24

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Introduced by Ralph Luis Gabriel C. Pimentel

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## **A BILL ENSURING ETHICAL USE OF ARTIFICIAL INTELLIGENCE**

### **Explanatory Note**

As we continue to witness advancements in technology, it is crucial that our legal framework keeps pace with these changes to ensure responsible and ethical use of data and AI technologies. The development of Artificial Intelligence allowed us to reach significant societal, economical, and industrial advancements. Through the years, it has been a critical technological tool utilized by many in various aspects and has been impactful to our growth.

However, the misuse of such a powerful tool also has detrimental results and as Artificial Intelligence and Machine learning progress and becomes more accessible, we are faced with cases where ethics are being forsaken and individuals' privacy are being overlooked. Notably, there are various artificial intelligences today that utilize an individual's face and voice. While this can be beneficial and entertaining, this is also used for scams, deep fakes, and pornography without the individual's consent.

Though there are existing laws and regulations that contain general principles, such as principles of civil law, and special laws designed for particular subjects, such as data privacy and intellectual property, there is no law specific law in the Philippines explicitly dedicated to ethical use of artificial intelligence and machine learning.

This bill introduces a way to hold those who would misuse artificial intelligence and machine learning accountable and ensures that ethical principles are still being upheld as we adapt to technological advancements and using individuals' identity and data has become easier.

A handwritten signature in black ink, consisting of several fluid, overlapping loops and strokes, positioned above the printed name.

**Ralph Luis Gabriel C. Pimentel**

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## **A BILL ENSURING ETHICAL USE OF ARTIFICIAL INTELLIGENCE**

### **Section 1: Title**

This proposed bill shall be known as the “ Ethics and Law on Artificial Intelligence Identity 2024”

### **Section 2: Declaration of Policy**

It is the policy of the State to ensure that the development and deployment of data and Artificial Intelligence technologies adhere to ethical standards, respecting individual rights, promoting transparency, and preventing the misuse of personal information. This legislation aims to strike a balance between technological advancement and the protection of privacy and human rights.

### **Section 3: Ethical Data and Artificial Intelligence Principles**

(a) In use of artificial intelligence and machine learning, ethical principles must be upheld. Thus, all organizations and individuals engaged in data collection, processing, or artificial intelligence development must adhere to the following ethical principles:

1. Fairness - Ensure fairness in algorithms and models, preventing discrimination or bias against individuals or groups.
2. Transparency - Provide clear explanations of how data is used and how machine learning models operate.
3. Accountability - Establish mechanisms for accountability and responsibility in the event of algorithmic errors or unethical use of data.

(b) Therefore, it shall be unlawful to use an individual's identity without consent. This includes but is not limited to the use of the individual's physical features such as face, body, and voice, and integrating it with artificial intelligence.

#### **Section 4: Enforcement and Penalties**

Any person who subjects unethical use of artificial intelligence, upon conviction by final judgment, be punished by imprisonment and/ or fine, as indicated in the following graduated scale:

(1) Imprisonment of one (1) year and six (6) months and one (1) day to two (2) years and/or a fine not exceeding One hundred thousand pesos (P100,000.00) if unconsented data and identity collection was used for scamming or profit purposes;

(2) Imprisonment of one (1) year and one (1) day to one (1) year and six (6) months and/or a fine not exceeding Fifty thousand pesos (P50,000.00) if unconsented data and identity collection was used for public entertainment purposes;

(3) Imprisonment of six (6) months to one (1) year and/or a fine not exceeding Thirty thousand pesos (P30,000.00) if unconsented data and identity collection was used for private entertainment purposes.

If the violation is committed by a juridical person, the officer responsible thereof shall serve the imprisonment. If the violation is committed by an alien, he or she shall be immediately deported after the service of sentence without any further proceeding.

The foregoing penalties shall also apply for any other violation of this Act, depending upon the effect or result of the act or omission as defined in the immediately preceding sections.

In any of the foregoing situations, the offender shall suffer subsidiary imprisonment in case of insolvency and the inability to pay the fine.

#### **Section 5: Separability Clause**

If, for any reason, any provision of this Act is declared to be unconstitutional or invalid, the other sections or provisions hereof which are not affected shall continue to be in full force and effect.

#### **Section 6: Repealing Clause**

All laws, decrees, orders, rules and regulations and other issuances or parts thereof which are inconsistent with the provisions of this Act are hereby deemed repealed, amended or modified accordingly.

#### **Section 7: Effectivity**

This Act shall take effect after fifteen (15) days from its publication in the *Official Gazette* or in at least two (2) newspapers of general circulation, whichever comes earlier.

Approved,