

**Artificial intelligence**

Simulation of human intelligence created by machines and computers

- Ability to learn, reason and evaluate to make automated decisions

Processing employee personal data

Surveillance

Direct marketing

Internet technology and communications

Module 8: Compliance considerations

iapp

## Session notes

Artificial intelligence is the simulation of human intelligence created by machines and computers. With the ability to learn, reason and evaluate, AI can replace humans and act on their own to make automated decisions. Machine learning, which is a type of AI, is driven by available data. The machine learns to identify patterns in the data and applies that to new data. This enables better understanding of human behaviors and activities.

Provisions within the GDPR affect the AI functions of automated decision-making. Article 22, discussed in Module 5, highlights data subject rights in connection with profiling and automated decision-making.

Organisations implementing AI technology will want to ensure privacy regulations are being met in conjunction with the technology.

The EU initiative on AI includes:

- Boosting the technological and industrial capacity and AI uptake across the public and private sectors
- Preparing for socio-economic changes as AI modernises education, training, labour markets and social protection systems
- Focusing on high-risk uses of AI
- Restricting certain practices, such as use of facial recognition in publicly accessible places for law enforcement
- Guaranteeing human oversight of AI systems
- Ensuring ethical principles
  - Respect for human autonomy, prevention of harm, fairness and explicability

Resources:

European Commission: Strategy for Artificial Intelligence

<https://digital-strategy.ec.europa.eu/en/policies/strategy-artificial-intelligence>

Ethic guidelines for Trustworthy AI

[https://iapp.org/media/pdf/resource\\_center/AIEthicsGuidelinespdf.pdf](https://iapp.org/media/pdf/resource_center/AIEthicsGuidelinespdf.pdf)