

ARTIFICIAL INTELLIGENCE (AI), ALGORITHMS, AND PERSONAL DATA PROTECTION

WHAT IS AI?

The concept of Artificial Intelligence is constantly changing. In a broad sense, AI refers to machines that can learn, think, and act on their own. When faced with new situations, machines can make decisions the same way as animals and humans can.

EXAMPLES:



Facial Recognition



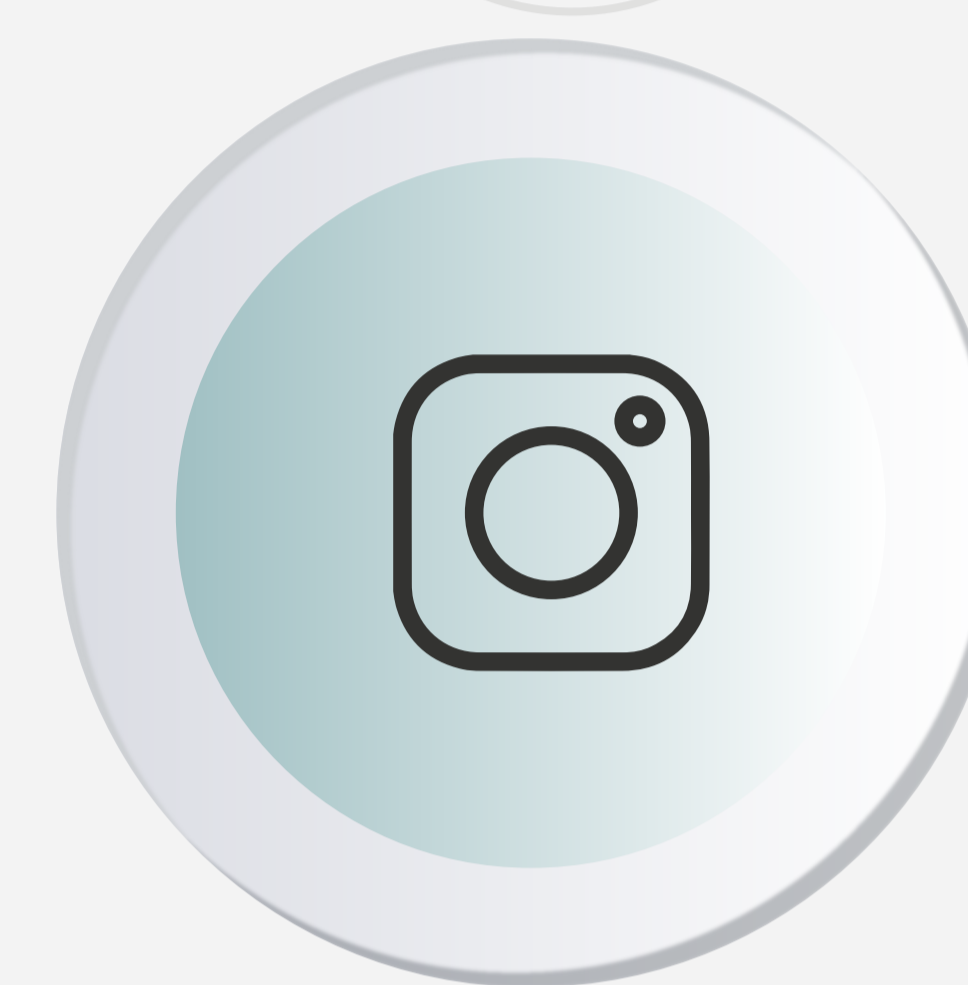
Smart Cars



Virtual assistants and chatbots.



Streaming platforms



Social Networking Sites



AI is not necessarily limited to biologically-observed methods.

AI ALGORITHMS?

A sequence of instructions provided by data that identify behavior patterns to run the desired operation the best way possible.

PERSONAL DATA PROTECTION:

AI can include machine-learning components that leverage a huge amount of data.

Potential risk: How are data influencing the AI system behavior?

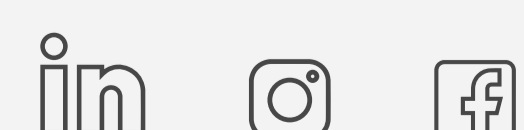
Automated decisions

Discriminatory algorithms

Review of automated decision-making

Data use transparency

The right to provide explanations to data subjects of the automated decision.



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