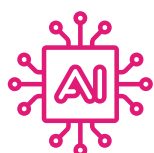




Emerging Technologies in Privacy: AI and Machine Learning

Understanding AI and machine learning

What is artificial intelligence (AI)?



Computer systems that simulate human functions such as learning and self-improvement



AI systems are built, programmed, and maintained by humans and do not think or act with an independent consciousness

The role of machine learning

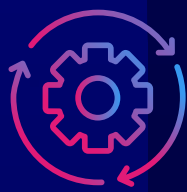


A data-driven type of AI that analyzes data to teach machines how to perform specific tasks



Machine learning algorithms improve over time as they are exposed to more data

Automated processing vs. AI

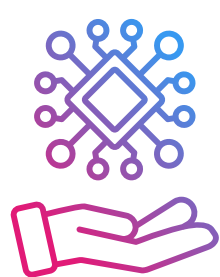


Automated processing:
Task execution based on predefined programming



AI: Decision-making that replicates cognitive processes, learns from new data, and improves outputs over time

Key privacy challenges in AI



Data minimization:

Collect only the data needed for specific purposes

Transparency and explainability:

Make AI operations and decision-making processes clear to users

Data security:

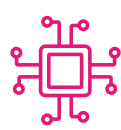
Protect data from breaches and unauthorized access

Discrimination and bias:

Ensure AI does not reinforce harmful biases

Addressing privacy challenges in AI

1



Understand your AI

Know the type of AI you are using, its workings, and its application within your business, especially regarding personal data

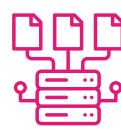
2



Stay updated with laws

Ensure compliance with existing and emerging privacy and security laws

3



Assess high-risk processing

Conduct Data Protection Impact Assessments (DPIA) for high-risk AI processing, particularly with personal data

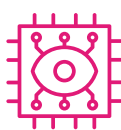
4



Revisit privacy management

Update privacy policies, notices, and data retention/security policies to address AI technologies

5



Ensure transparency and explainability

Make AI system operations and decision-making processes understandable for users and stakeholders

6



Implement human oversight

Allow human intervention in AI decision-making processes to ensure accountability and fairness

7



Strengthen data governance

Use accurate data, promote transparency, and uphold ethical considerations in AI development and deployment

8



Practice privacy by design

Integrate privacy safeguards from the start in AI model design and operational phases

How well are you managing your AI risk?

Understand your AI compliance requirements

Accelerate your governance program

Demonstrate responsible AI use

Improve your AI risk management today