Artificial Intelligence Through a Privacy Policy Lens

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Agenda

- What is AI?

- Existing AI policies relating to privacy

- Dell's recommendations on AI policies

- The future of AI privacy policies

- How will this impact Dell and our customers?

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What is AI?

Basic Definitions

ARTIFICIAL INTELLIGENCE

- Engineered system that makes predictive outputs for human-defined objectives without explicit programming
  - Humans interact with the data instead of interacting with the code

TRAINING DATA

- Data used to teach an algorithm or machine learning model how to predict an outcome

AUTOMATED DECISION MAKING (ADM)

- Automated systems making a decision or an interim decision, recommending decisions or providing facts, legislation or policy guides

MACHINE LEARNING

- Training data is used for the artificial intelligence system to build patterns and apply it to new data for prediction purposes

Source: Australian Government – Department of Industry, Science and Resources

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Generative AI vs. Non-Generative AI: Why is there a focus on generative AI regulations?

- **Generative AI Models:**
  - Generate content such as text, images, audio and code in response to prompts
    - **Large Language Model (LLM)**
      - Specializes in generation of human-like text
    - **Multimodel Foundations Model (MfM)**
      - Processes and outputs different data types such as text, images and audio

- **Non-Generative AI Models:**
  - Used for classification, regression, recommendation and clustering

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How could AI impact Government Affairs?

Text Generation

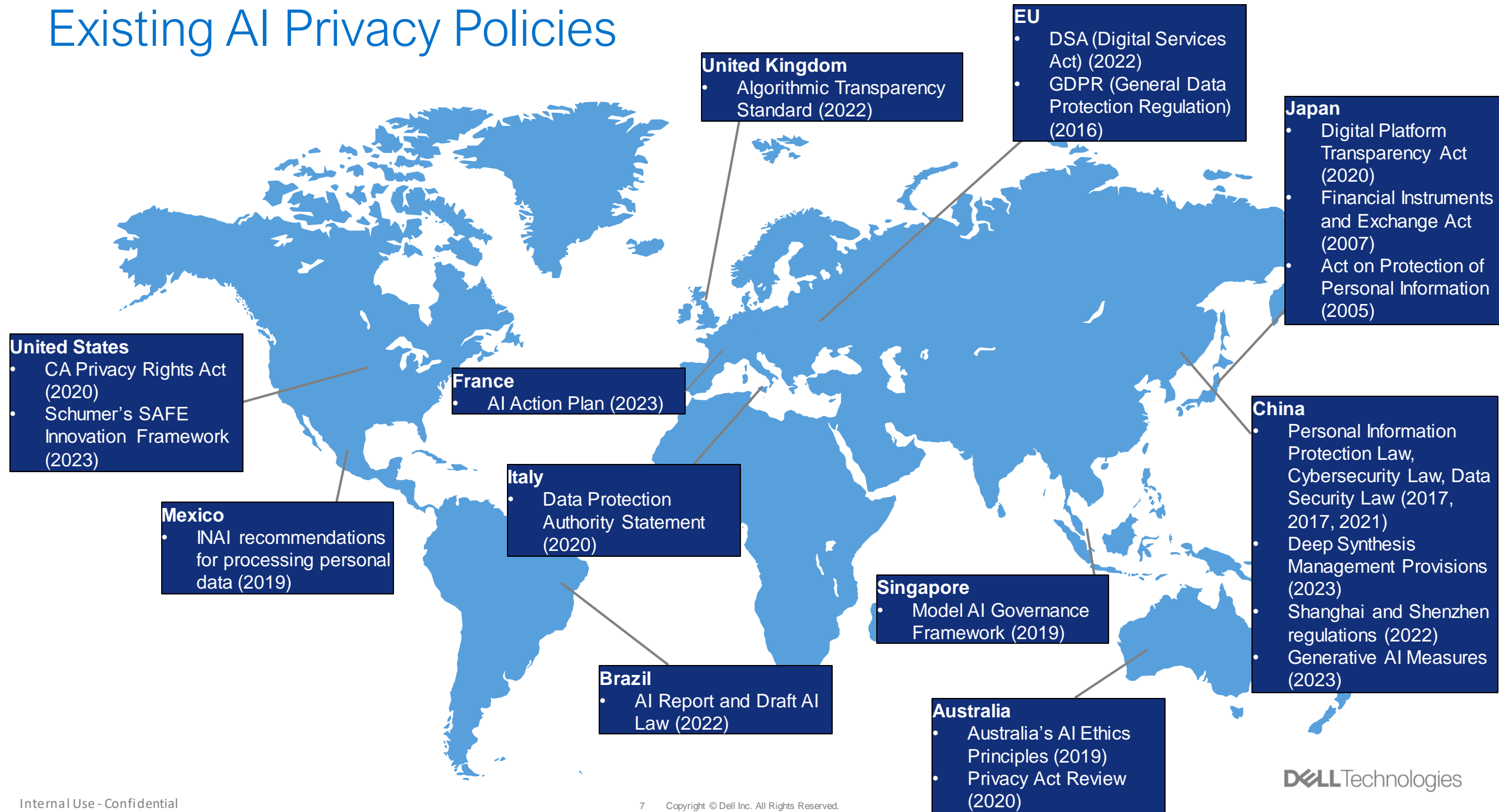Ex. Having advocates write better grassroots messages that are more customized

Find information more easily

Ex. Seeing which stakeholders haven't been engaged with in the last month

Summarize Information

Ex. Summarize the themes of the team's interactions from the last week

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Existing AI Privacy Policies

United Kingdom
- Algorithmic Transparency Standard (2022)

EU
- DSA (Digital Services Act) (2022)
- GDPR (General Data Protection Regulation) (2016)

Japan
- Digital Platform Transparency Act (2020)
- Financial Instruments and Exchange Act (2007)
- Act on Protection of Personal Information (2005)

United States
- CA Privacy Rights Act (2020)
- Schumer's SAFE Innovation Framework (2023)

France
- AI Action Plan (2023)

China
- Personal Information Protection Law, Cybersecurity Law, Data Security Law (2017, 2017, 2021)
- Deep Synthesis Management Provisions (2023)
- Shanghai and Shenzhen regulations (2022)
- Generative AI Measures (2023)

Mexico
- INAI recommendations for processing personal data (2019)

Italy
- Data Protection Authority Statement (2020)

Singapore
- Model AI Governance Framework (2019)

Brazil
- AI Report and Draft AI Law (2022)

Australia
- Australia's AI Ethics Principles (2019)
- Privacy Act Review (2020)

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The Future of AI Privacy Policy

The Future of AI Privacy Policies

Japan
- Social Principles of Human-Centric AI (2019)

Korea
- AI Act (2023)

United States
- Digital Platform Commission Act (2023)
- Blueprint for AI Bill of Rights (2022)
- Transparent Automated Governance Act (2023)

Singapore
- Artificial Intelligence Governance Framework (2020)

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An in depth
look into
proposed
United States
AI privacy
policies

- Digital Platform Commission Act (2023)
  - Creates federal commission of 5 members to oversee digital platforms

- Blueprint for AI Bill of Rights (2022)
  - Privacy by design and by default
  - Data collection and use-case scope limits
  - Risk identification and mitigation
  - Privacy-preserving security
  - User-specific consent
  - Demonstrate that data privacy and user control are protected

- Transparent Automated Governance Act (2023)
  - Federal agencies disclose when they use AI to make critical decisions
  - Establishes human review appeals processes for individuals receiving an adverse decision made using AI

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An in depth look into proposed **Singapore** AI privacy policies

- Artificial Intelligence Governance Framework (2020)
  - Personal Data Protection Commission (PDPC) enforces Personal Data Protection Act
    - Establishing or adapting internal governance structures and measures to incorporate values, risks and responsibilities related to AI decision making
    - Determine level of human involvement in AI decision-making and help organizations decide what their risk appetite is
    - Align internal policies, structures and processes with relevant practices in data management and protection
    - Make AI policies known to users, allow user feedback and make communications easy to understand

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An in depth look into proposed **Korea** AI privacy policies

- ## AI Act (2023)
  - Anyone can develop AI technology without having to obtain government approval
  - Sets forth certain types of AI that are used for direct communication with humans as "high risk" and requires that that technology achieves a certain level of trustworthiness

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An in depth look into proposed **Japan** AI privacy policies

- Social Principles of Human-Centric AI (2019)
  - Human dignity, diversity and inclusion and sustainability
  - Approach is agile governance

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Main Ideas from Proposed Policies

1 Risk Based Approach

2 "Explainability"

3 Transparency

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The Impact on Dell Business and Customers

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The Impact on Dell Business and Customers

Using AI to help accomplish ESG goals

Transforming experiences with AI powered infrastructure

Speeding up research phenomena

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Thank you!

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