

forum
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Artificial Intelligence and Privacy Practices: Global Implications

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Introduction: Why You Should Pay Attention

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- Basic Concepts & Terms Related to Artificial Intelligence
- Regulatory Environment
- Industry Uses
- Risk Considerations

AI

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Artificial Intelligence Today



- What is Artificial Intelligence?
 - Definition
 - Importance
 - Ethical and Legal Consideration
- How is Artificial Intelligence impacting our lives?
 - Democratization of AI
 - Current uses of Chat GPT and similar tools
 - AI has been in use for years, example of chatbots
- Potential risks – to be discussed...

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Should AI Uses Be Regulated



US approach & Strategy

State laws, current and proposed federal law initiative?

Israel approach & Strategy

AI Principles, Policy and Ethics - Key points of the Governmental Strategy – Dec. 2023

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What Are U.S. and Israel Concerns on Privacy



Practical Issues

Integrity
Confidentiality



Legal Aspects

Transparency of collection, use and storage
Limitations on purposes of collection, use and storage
Data minimization
Accuracy of data
Limitations on data storage



Israel perspective



US perspective

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Law Regulating Privacy and AI



Global:

- More than 120 countries have consumer privacy laws
- Some may apply to U.S. Companies (Australia, EU, Canada, China, etc.)
- The scope of EU AI Act

Israel:

- Privacy Protection Laws & Adequacy to EU data protection regime
- The tech industry and the Israeli economy
- Key points of the Governmental Strategy on AI & privacy – Dec. 2023
- Privacy Protection Authority initial Guidance

United States:

- No comprehensive federal consumer privacy, but instead Industry-specific laws contain privacy requirements (HIPAA, FCRA, FERPA, GLBA, ECPA, COPPA, VPPA, etc.)
- Patchwork of state laws: California, Colorado, Connecticut, Indiana, Iowa, Tennessee, Virginia, Utah, plus 15 active bills pending
- FTC, FCC and other federal guidance
- Examples of Regulatory Enforcement and Litigation over Privacy Rights

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What Should Organizations be Aware of in Connection With AI



- Dark Side of AI
 - Cyber security threats and implementation
 - What law enforcement can do?
 - What employers are encouraged to do with their technology and employee training
- Perhaps the most relevant in connection with cyber insurance
- Concerns on the AI Data
 - Accuracy, how to explain it, bias fears
- Other issues with AI
 - Concerns on IP violations, employment hiring applications

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Practical Steps to Mitigate Privacy & Other Risks – In Connection With AI



- Identify the categories of data that Covered Entity collects (any exempt data?)
- Review privacy compliance materials and policies (data inventories, external privacy notice, and internal policies)
- Understand why the data is required and whether the use is proportional to the business's needs
- Update consumer rights response procedures and scripts
- Ensure proper consents for the use of AI tools & use of data
- Review and amend vendor/sub-processor contracts
- Review cookie consent management program
- Update training protocols for employees
- Conduct data protection assessments for high-risk processing activities
- Be guided by privacy principles of transparency of collection, use and storage; limitations on purposes of collection, use and storage; data minimization; accuracy of data; limitations on data storage; and integrity and confidentiality.

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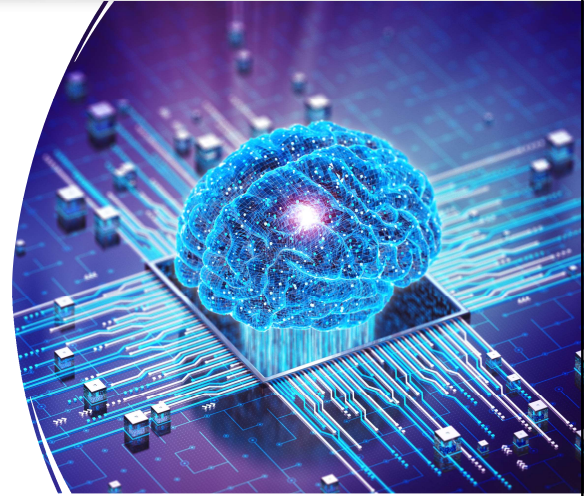


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Where Will AI Take Us In The Years To Come



- Building Custom Large Language Models.
- Collaboration with experts, ongoing monitoring, and adaptation ensure legal compliance, minimize risks, and maintain the model's effectiveness.



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Final Thoughts / Predictions for 2024



- AI on a global scale improving efficiency and accuracy
 - Building an internal system to keep privileged information protected
 - Be cautious when entering data into AI Tools
- Ethical and legal concerns must be addressed
- Increased Awareness on use of AI
 - Focus on Maintaining Privacy
 - Review generated content
- Clients must be advised of risks in using AI
- AI Large Language models can be customized for accuracy and relevance

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Thank You!



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