



# World Law Group

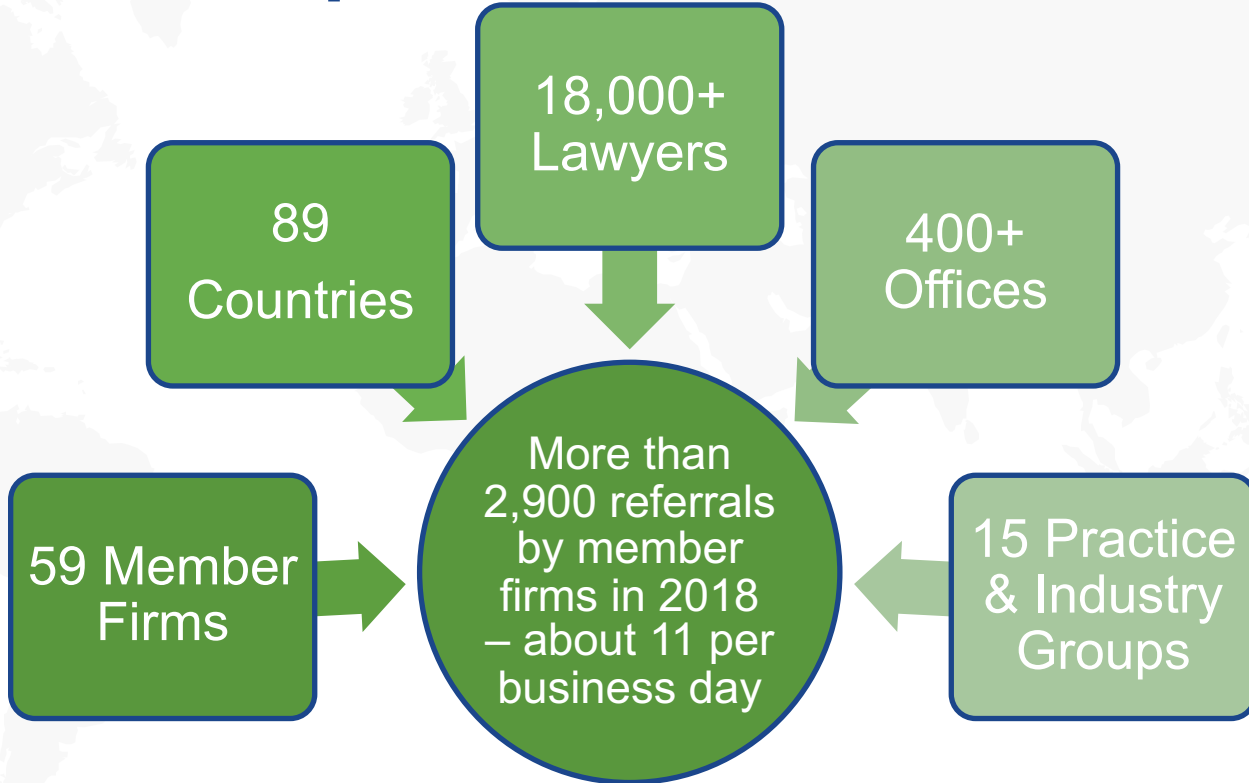
Artificial Intelligence: Analyzing the Impact on Data

Protection

March 5, 2020



# World Law Group – Quick Facts



# Why World Law Group

- WLG is ranked one of a few “Elite” (Band 1) law firm networks, according to Chambers and Partners
- Qualified, trusted advisors
- Global coverage and local expertise
- Seamless client services
- Established in 1988, our firms have been working together for more than 30 years



# Our Global Network of Premier Local Firms

**Argentina:** Alfaro-Abogados

**Argentina:** Bruchou, Fernández Madero & Lombardi Abogados

**Australia:** MinterEllison

**Austria:** CMS Reich-Rohrwig Hainz

**Belgium:** CMS Belgium

**Brazil:** TozziniFreire Advogados

**Canada:** Davies Ward Phillips & Vineberg LLP

**Canada:** Goodmans LLP

**Cayman Islands:** Campbells

**Chile:** Urenda Rencoret Orrego y Dörr

**China:** Zhong Lun Law Firm

**Colombia:** Philippi, Prietocarrizosa Ferrero DU & Uría

**Costa Rica:** Arias

**Denmark:** Bech-Bruun

**England:** Gowling WLG

**Finland:** Castrén & Snellman

**France:** Soulier AARPI

**Germany:** CMS Hasche Sigle

**Germany:** Taylor Wessing

**Greece:** Bahas, Gramatidis & Partners

**India:** AZB & Partners

**India:** Vaish Associates

**Indonesia:** Makarim & Taira S.

**Ireland:** Mason Hayes & Curran

**Israel:** Herzog, Fox & Neeman

**Italy:** Gianni, Origoni, Grippo, Cappelli & Partners

**Japan:** City-Yuwa Partners

**Korea:** Bae, Kim & Lee LLC

**Luxembourg:** Arendt & Medernach

**Malaysia:** Shearn Delamore & Co.

**Mexico:** Santamarina y Steta S.C.

**The Netherlands:** CMS Netherlands

**Norway:** Advokatfirmaet Schjødt

**Paraguay:** Gross Brown

**Poland:** Sołtysiński Kawecki & Szlęzak

**Perú:** Payet, Rey, Cauvi, Pérez Abogados

**Philippines:** SyCip Salazar Hernandez & Gatmaitan

**Portugal:** PLMJ

**Russia:** CMS Russia

**Singapore:** WongPartnership LLP

**South Africa:** ENSafrica

**Spain:** Cuatrecasas

**Sweden:** Setterwalls

**Switzerland:** CMS von Erlach Poncet

**Taiwan:** Formosa Transnational

**Thailand:** Chandler MHM Limited

**Turkey:** Hergüner Bilgen Özeke

**UAE:** Al Tamimi & Company

**Uruguay:** Guyer & Regules

**USA – California:** Greenberg Glusker LLP

**USA – District of Columbia:** Arnold & Porter

**USA – Florida:** Greenberg Traurig PA

**USA – Georgia:** Miller & Martin, PLLC

**USA – Illinois:** Drinker Biddle & Reath LLP

**USA – Massachusetts:** Locke Lord LLP

**USA – Texas:** Hunton Andrews Kurth LLP

**USA – Washington:** Lane Powell PC

**Venezuela:** D'Empaire

**Vietnam:** VILAF



# Panelists

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# Definitions of AI and Data Protection

- We will be discussing the definitions of Artificial Intelligence (AI) and Data Protection.
- For obvious reasons, we have focused on India and Mexico as our first references.
- We however did a little bit of research to cover other relevant countries in Asia and Latin America.



# Evolution and Current Status of AI

- India, the AI systems have become more skilled over the years and can perform tasks more accurately now. AIs work independently in many fields and sectors. We will discuss uses of AI in various sectors in India.
- The rise of AI poses several promises and risks for Latin American governments and societies (including Mexico).
- Latin America faces three key challenges in harnessing the use of AI for the common good: policies, capacity, and adequate resources.
- AI technologies could help enhance government effectiveness, improve transparency, and revolutionize the economy. Nevertheless, this could come at the cost of significant social consequences, considering the structural inequality and democratic deficit in the region.



# AI and Data Protection: Relationship

- We will be discussing the interplay between AI and big data, and the importance / relevance of machine learning.
- Governments need to implement AI in a way that builds trust and legitimacy, which ideally requires legal and ethical frameworks to be in place for handling and protecting citizens' data and algorithm use.
- A coherent national AI strategy is a good proxy for measuring the strength of AI-focused governance.
- AI systems are built on aggregated data. Therefore, the quality and availability of data, as well as the ability of a government to work with it effectively, are critical.





# Importance of Data Protection in AI Context and Main Issues

- There is a strong co-relation between deployment of AI and data.
- One of the basic pillars of AI is availability of data coupled with advancement of research and innovation, which is bound to lead to data privacy concerns, demanding the need of a robust data protection framework.
- Since, data is a key driver for AI solutions, appropriate data handling mechanisms are important to ensure privacy for data subjects.
- We will discuss the conditions imposed by the data protection framework on the collection, usage, handling and transfer of personal data, automated decision-making and what kind of decisions are restricted.



# Steps Moving Forward & Upcoming Regulatory Changes

- We will discuss the steps and policy measures taken by the governments for increasing the use of AI.
- One of the notable developments in India is the data protection regime that is currently being reframed by the Indian government. The proposed Personal Data Protection Bill will replace the current data protection framework and is expected to be one of the biggest regulatory changes that will impact AI.
- With respect to Latin America (including Mexico), it is expected for countries to follow and adapt the proposed principles and policies that the Organization for Economic Cooperation and Development has issued with respect to AI.



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**Questions?**