

THE REGULATORY COMPLIANCE OF PRODUCTS WITH EMBEDDED AI OR ANOTHER DIGITAL TECHNOLOGIES

Youth Perspective - Jessica McCarthy



Geneva
Business School®
Real Business. Responsible Leaders.

UNECE Disclaimer

- The author and the speaker of this presentation confirm that they have authorization to use all photos and visual elements.
- The material is either copyright-free or the author / speaker holds the necessary copyright.
- The UNECE will remove any material from its events and supporting websites if there is unlawful use of copyrighted material.
- The author / speaker takes responsibility for any infringements on copyright and holds the UNECE harmless to this effect.



Jessica McCarthy

Student at Geneva Business
School



**Geneva
Business School®**
Real Business. Responsible Leaders.

TABLE OF CONTENTS

- Introduction
- Importance of AI from a youth perspective
- Young people's main concerns surrounding AI
- Challenges faced with regards to regulatory compliance
- Recommendations and potential solutions
- Conclusion



INTRODUCTION

- How can we regulate artificial intelligence without stunting innovation?
- AI is now an irreversible trend, for better or for worse.
- What are young people concerned about with regards to the evolution of AI?



IMPORTANCE OF AI TO YOUNG PEOPLE

- Automation facilitates real-time insights, and enables well-informed decisions-making → enhances human efficiency.
- AI offers personalization, specifically when embedded into products and applications.
- Accessibility is an important aspect of AI, ensuring digital technologies cater to a wide audience.



MAIN CONCERNS OF TODAY'S YOUTH

- Do the 3 Laws of Robotics apply to AI?
- 1st Law of Robotics - 'A robot may not injure a human being or, through inaction, allow a human being to come to harm' (Isaac Asimov).
- Impact of AI on education → many students are heavily reliant on AI tools to complete tasks and assignments. This may have subsequent effects on tomorrow's workforce.
- Key values to improve: transparency, privacy and fairness.



CHALLENGES SURROUNDING REGULATORY COMPLIANCE

- The EU are bringing into place the AI Act, but many nations currently don't appear to have such measures or laws in existence.
- If regulations differ all over the world, how can we make sure laws and regulations are enforced?
- There can be a lack of transparency during automatic updates of certain digital technologies.



RECOMMENDATIONS AND POTENTIAL SOLUTIONS

- Ideal solution would be a global regulatory body with universally agreed-upon compliance standards, governed by international laws → this would be challenging as it would require full global cooperation.
- Introduction of compliance certificates, tailored to specific embedded technologies, with varying requirements for different countries.
- The education of end-users is essential in a time where AI is becoming more widely accessible → fosters safe and responsible usage.



CONCLUSION

- The youth of today express a cautious optimism towards the evolution of artificial intelligence.
- Additional regulations are required, but we understand the logistical challenges of this.
- Education of end-users should be a top priority.





Jessica McCarthy

You can always send me an email at
jmccarthy@gsge.com



**Geneva
Business School®**
Real Business. Responsible Leaders.

THANK YOU!

Jessica McCarthy



Geneva
Business School®
Real Business. Responsible Leaders.