

Topic: Human Right Issues of Artificial Intelligence (AI) Gaps and Challenges, and Affected Future Legal Development in Various Countries

Transformation of Consumer Protection Law and Business Ethics in The Era of Artificial Intelligence Technology: User Protection Perspective and Corporate Responsibility

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Abstract. *Artificial intelligence technology has brought rapid development that has had a significant impact on human life. Although it provides convenience and benefits, there are also risks and challenges that need to be anticipated, especially regarding consumer protection and business ethics. The potential for misuse of personal data demands legal transformation to safeguard user rights. This includes clarity on consumer rights regarding the use of personal data and protection against data misuse. Protecting business ethics is also crucial, with companies being obliged to consider ethical aspects in the use of artificial intelligence technology. This research aims to examine how legal changes in facing artificial intelligence technology affect user protection in the digital era and the responsibility of companies in upholding business ethics and providing optimal protection to users. The company's responsibility in upholding the principles of business ethics and providing optimal protection to users in the context of artificial intelligence technology includes transparency in data usage, avoiding discrimination, data security, protection against cyberattacks, and the application of ethical principles in the use of AI technology. Companies also have a responsibility to raise user awareness, provide complaint and assistance mechanisms, conduct regular testing and evaluation, and collaborate with non-profit organizations and the government.*

Keyword: *Artificial; Business; Consumer; Intelligence; Protection.*

1. Introduction

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Nowadays artificial intelligence technology has become a very rapid development and has a big impact on various aspects of human life. With this technology, there are many conveniences and benefits obtained by humans, but on the other hand, there are also various risks and challenges that need to be watched out for. One of the important aspects of concern in the development of artificial intelligence technology is consumer protection and business ethics. Along with the advancement of technology, the need for consumer protection is also increasing. This is due to the potential for misuse of personal data by companies that use artificial intelligence technology.

Therefore, there is a need for a transformation in consumer protection law and business ethics in the era of artificial intelligence technology. This transformation aims to protect and protect the rights of users of artificial intelligence technology, as well as establish the responsibilities that must be met by companies that use the technology. In the perspective of user protection, clarity is needed about consumer rights in the use of artificial intelligence technology. This includes the right to know and control the use of their personal data, as well as the right to be protected from misuse of such data.

In addition, the protection of business ethics is also an important concern in this legal transformation. Companies that use artificial intelligence technology must pay attention to the ethical aspects of the use and development of the technology. This includes fair and transparent use of data, as well as responsibility for the impact and consequences of the technology. Therefore, in the era of artificial intelligence technology, governments, companies, and society must work together to improve consumer protection and apply good business ethics. The government needs to issue clear and firm regulations, and strictly supervise their implementation. The company must also prioritize consumer protection and business ethics in every decision and action taken.

Thus, the transformation of consumer protection law and business ethics in the era of artificial intelligence technology will have a positive impact on the sustainability of sustainable technology and provide better protection for users. With strong awareness and cooperation, artificial intelligence technology can be a useful tool for all parties without sacrificing the rights and ethics that must be upheld.

Furthermore, this research aims to examine how changes in consumer protection laws and business ethics in the face of the development of artificial intelligence technology affect the protection of users in the digital age and what are the company's responsibilities in maintaining

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business ethics principles and providing optimal protection to users in the context of artificial intelligence technology.

2. Research Methods

Research methods that can be used to research the topic are qualitative and quantitative research methods. Qualitative methods can be used to deepen the understanding of the transformation of consumer protection law and business ethics in the era of artificial intelligence technology through interviews, observations, and document analysis. While quantitative methods can be used to measure the extent of the effect of the transformation on user protection and company responsibility by using statistical data and surveys. The combination of these two methods can provide a more comprehensive understanding related to the topic.

3. Results and Discussion

3.1. Changes in consumer protection law and business ethics in the face of the development of artificial intelligence technology.

Introduction The development of artificial intelligence technology has had a significant impact on various aspects of human life, including in the world of business and consumers. Various AI applications such as chatbots, personal assistants, and recommendation systems have been widely used by companies to improve service quality and business efficiency. However, behind these benefits, there are also risks and challenges that arise, especially related to consumer protection and business ethics.

Changes in Consumer Protection Law In the face of the development of artificial intelligence technology, governments and supervisory agencies must pay attention to and anticipate changes that occur in consumer protection laws. For example, there is a risk of discrimination in decision making carried out by AI systems, which can harm consumers. Therefore, there needs to be regulations that regulate the use of AI technology to remain in accordance with the principles of consumer protection, such as transparency, privacy, and equal access.

In addition, the increasingly sophisticated AI capabilities also raise new challenges in proving the existence of defects in products or services offered to consumers. This can make it difficult for consumers to fight for their rights in case of problems or losses. Therefore, adjustments are needed in consumer protection laws to guarantee consumer rights in a digital era that are increasingly marked by the use of AI technology.

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Business Ethics in the use of AI technology also raises questions about business ethics that must be considered by companies, especially in terms of decisions taken by AI systems. AI systems designed by humans can emit bias and prejudices owned by their creators, so that they can cause discrimination against consumers. In addition, the use of unethical consumer data can also occur if the company does not pay attention to the security and privacy of its consumer data.

To avoid these negative impacts, companies must adopt ethical principles in the use of AI technology. This includes transparency in decision making involving AI systems, responsibility for the products and services offered, and the ethical management of consumer data. In addition, companies must also consider consumer needs and their impact on society more broadly, not just focus on profits.

User Protection in the Digital Era The rapid development of artificial intelligence technology has had a significant impact on user protection in the digital era. However, the challenges and risks that exist should also be a serious concern for the government, companies and the community. User protection in the digital era must be carried out comprehensively, both through appropriate regulations, good business ethics, and public awareness of their risks and rights as consumers. The development of artificial intelligence technology has had a significant impact on the business world and consumers.

Changes in consumer protection laws and the adoption of good business ethics principles are essential to deal with these developments. User protection in the digital era must be considered comprehensively so that consumer rights are maintained in the use of AI technology that is increasingly sophisticated and widespread. Therefore, cooperation between the government, companies, and society must continue to be improved to create a safe and fair environment for all users in the digital era.

3.2. The company's responsibility in maintaining business ethics principles and providing optimal protection to users in the context of artificial intelligence technology

The development of artificial intelligence technology (AI) has had a significant impact on the business world, especially in terms of efficiency and productivity. However, this also raises concerns about its effect on business ethics principles and protection of users. Therefore, the company has a great responsibility to maintain the principles of business ethics and provide optimal protection to users in the context of artificial intelligence technology.

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The principle of business ethics is a set of values and standards that must be upheld by the company in carrying out its operations. In the context of artificial intelligence technology, companies have a responsibility to ensure that the use of this technology does not violate applicable business ethical principles. Some of the company's responsibilities in maintaining business ethics principles in the context of AI:

A. Transparency in the Use of User Data

One of the main problems in the development of AI technology is the non-transparent use of user data. Companies must ensure that user data used for the development of AI technology does not violate the privacy and rights of users. This must also be accompanied by a clear and easily accessible privacy policy for users.

B. Avoiding Discrimination in AI Technology Development

AI technology is developed based on data provided by humans, therefore the possibility of discrimination in the development of this technology is very large. Companies must ensure that the use of data does not result in discrimination against certain groups, whether based on race, religion, ethnicity, or gender.

C. Data Security and Protection Against Cyber Attacks

With more and more data being processed in AI technology, data security is becoming a very important issue. The company must ensure that user data used in the development of AI technology is safe from cyberattacks and inaccessible to unauthorized parties.

D. Application of Ethical Principles in the Use of AI Technology

The company also has a responsibility to ensure that the AI technology developed is used ethically and does not harm the community. This can be done by applying applicable ethical principles, such as being responsible, transparent, and prioritizing the interests of the community.

E. Responsibility in Providing Optimal Protection to Users

In addition to maintaining business ethical principles, the company also has a responsibility to provide optimal protection to users in the use of AI technology.

The are the company's responsibilities in this case:

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a. Increasing User Awareness about the Use of AI Technology

Companies must continuously provide users with information and education about the use of AI technology, the potential risks involved, and how users can protect themselves from those risks.

b. Providing Complaints and Assistance Mechanisms for Users

The company must also provide a complaint and assistance mechanism for users who experience problems using AI technology. This can help users address issues that arise and ensure that their rights remain protected.

c. Conducting Trials and Evaluation Periodically

Companies should regularly conduct trials and evaluations of the use of AI technology that has been developed. This can help identify issues that may arise and make the necessary fixes to improve protection to users.

d. Establishing Cooperation with Related Parties

The company may also establish cooperation with related parties, such as non-profit organizations and governments, to improve user protection in the use of AI technology. This cooperation can help in developing better policies and ensuring that users get optimal protection.

In the rapid development of artificial intelligence technology, companies have a great responsibility to maintain business ethics principles and provide optimal protection to users. By maintaining business ethical principles and carrying out these responsibilities, it is hoped that AI technology can provide great benefits to society and not cause negative which can impacts harm users.

4. Conclusion

From the explanation that has been explained by the author that Changes in consumer protection law and business ethics in the face of the development of artificial intelligence technology affect the protection of users in the digital age, this shows that the importance of good regulation and business ethics principles in dealing with the impact of AI technology on consumers. Changes in consumer protection laws must take into account the risks of discrimination in decision-making by AI systems and adjustments to ensure consumer rights in

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the digital age. Meanwhile, business ethics in using AI technology must also be considered to prevent discrimination, unethical use of consumer data, and ensure transparency in decision making. The company's responsibility in maintaining business ethics principles and providing optimal protection to users in the context of artificial intelligence technology includes several things. Companies must maintain business ethical principles by ensuring transparency in the use of user data, avoiding discrimination in the development of AI technology, maintaining data security and protection against cyberattacks, and applying ethical principles in the use of AI technology. In addition, the company also has the responsibility to provide optimal protection to users in the use of AI technology by increasing user awareness, providing complaint and assistance mechanisms, conducting periodic trials and evaluations, and establishing cooperation with related parties such as non-profit organizations and the government. By carrying out these responsibilities, it is hoped that the company can maintain business ethics principles, provide optimal protection to users, and reduce the negative impact of artificial intelligence technology on consumers in the digital era. Based on the conclusions above, the author gives suggestions, which are as follows: Establish a comprehensive regulation. The government and supervisory agencies are expected to establish comprehensive regulations governing the use of artificial intelligence technology to remain compliant with consumer protection principles, such as transparency, privacy, and anti-discrimination. Provide training to entrepreneurs. It is important for governments and related agencies to provide training to entrepreneurs on business ethics in using AI technology, as well as how to avoid discrimination in decision making involving AI systems. Encourage partnerships between the public and private sectors. Close cooperation between the government, companies, and society is needed in dealing with the impact of artificial intelligence technology on consumer protection. These partnerships can help in identifying emerging risks and creating appropriate solutions. Strengthen the complaint mechanism. The company needs to improve the complaint and assistance mechanism for users experiencing issues related to the use of AI technology. This can help overcome problems that arise more effectively and provide optimal protection to users. Conducting audits regularly. Companies must evaluate and conduct periodic audits on the use of AI technology to ensure that business ethical principles are maintained and user protection in the digital age is guaranteed. By applying the above suggestions, it is hoped that the company can maintain the principles of business ethics, provide optimal protection to users, and better face changes in consumer protection laws in the face of the development of artificial intelligence technology.

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