



Navigating Privacy in Al: Insights for Data Privacy Day 2025

Tuesday, 28/January/2025

08:00-09:00 PST

11:00-12:00 EST

17:00-18:00 CEST



# Welcome and Introductions

## **Panelists**



Jim Sturm Chief Privacy Officer Inspire Brands



David Ray Chief Privacy Officer BigID



# Agenda

- 1. Global View of Al Legislative Developments
- 2. Highlighting Key Al Laws
- 3. Compliance Trends in Al Laws
- 4. CPO Fireside Chat: Establishing an Al Governance Program
  - a. Roles in the Al Ecosystem
  - b. Key Components of an Al Governance Program
- a. What's Next? 2025 Al Predictions



# Where do we stand in January 2025?

US:

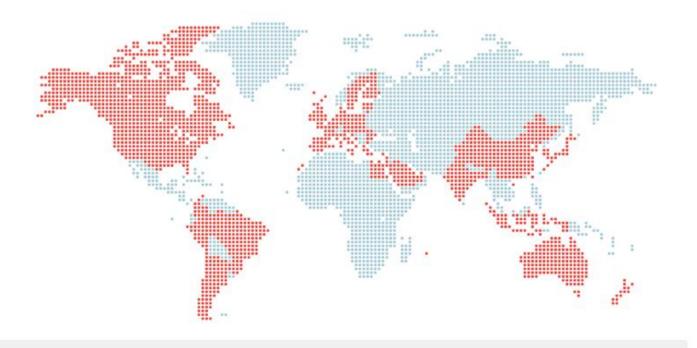
Al Executive Order

#### Canada:

Al & Data Act, June 2022 - reduce risks and increase transparency

#### China:

Draft AI Regulation



### **Jurisdictions in focus**

Argentina China Israel Singapore Australia Colombia South Korea Japan Bangladesh Mauritius Taiwan Egypt Brazil New Zealand United Arab Emirates EU U.K. Canada India Peru Chile U.S. Saudi Arabia Indonesia

## European Union:

Comprehensive AI Act AI Liability Directive

#### Singapore:

Al Verify - toolkit to ensure compliance with **Al ethics** 

#### **Brazil:**

Comprehensive AI Bill



# Highlighting Key Al Laws

## **Key Al Laws / Frameworks to be aware of as a privacy professional:**

- 1. **EU Al Act** set the tone for Al laws by establishing a risk-based framework that prioritizes transparency, accountability, and ethical Al development. Its alignment with the GDPR underscores the importance of integrating privacy protections into Al systems.
- 2. Australian Government 2023 Al Framework stricter regulation of automated decision making and profiling. Emphasizes privacy by design and compliance with existing privacy laws.
- 3. Californian General Artificial Intelligence: Training Data Transparency Act requires transparency of datasets used to train models
- **4. Colorado Artificial Intelligence Act** aims to protect individuals from risks associated with algorithmic discrimination and requires Al assessments
- 5. New York City Local Law 144 requires employers who use AI for hiring to subject AI systems to bias audits regularly.



# Compliance Trends in Al Laws

Al Laws reflect a growing emphasis on transparency, accountability and individual control over personal information processed by Al systems. These themes often seem to pull directly to privacy principles established by global laws and frameworks.

## 1. Transparency and Explainability

- Organizations need to be able to explain how AI systems make decisions.
- Individuals should be able to understand how decisions that affect them are made.

## 2. Data Minimization and Purpose Limitation

- As required under privacy laws, companies must limit the collection of personal information by AI to what is truly necessary for its intended purpose.
- The EDPB recently confirmed that legitimate interest is a valid legal basis for AI model training and development

#### 3. Bias

 Al models must be trained on diverse datasets while ensuring sensitive data isn't used to perpetuate discrimination.



# Compliance Trends in AI Laws Continued

Al Laws reflect a growing emphasis on transparency, accountability and individual control over personal information processed by Al systems. These themes often seem to pull directly to privacy principles established by global laws and frameworks.

#### 1. Assessments

- Similar to privacy laws, assessments of AI systems must be conducted for privacy, security, and bias risks prior to deployment.

## 2. Data Subject Rights

- Individuals must be able to opt-out of automated decision making.

## 3. Security Controls

 Strong technical and organizational controls need to be implemented to protect data processed by AI systems.

## 4. Contractual Requirements

- Proof of Concept (++)
- (Large) Vendor agreements



# CPO Fireside Chat: Establishing an Al Governance Program



# CPO Fireside Chat: Roles in the Al Ecosystem

#### What is AI?

- There are different types of Al. Not all Al is generative.
- Definition of an Al system: Models + data + use

#### What are the main roles under the EU AI Act?

- Provider (technical creator)
- Deployer (implementer, maintains oversight)
- Collaborative roles bridging deployer and provider (UX/UI designers, auditors)
- Other roles include importers, distributors

## What are the broader organizational roles in the Al ecosystem?

- CDO, CISO
- Head of Data Science, Chief Technology Officer
- Finance, HR, Commercial / Marketing



# CPO Fireside Chat: Key Components of an Al Governance Program

Standing up an Al Governance program is key to ensuring compliance with the multitude of Al laws being passed and going into effect. This includes:

- 1. Creating an Al Governance Committee made of cross-functional stakeholders.
- 2. Leveraging general **frameworks** to define program controls:
  - NIST AI Risk Management Framework (AI RMF)
  - ISO 42001 Standard (Artificial Intelligence Management System)
- 3. Defining permitted and restricted **use cases**, aligned with a recognized **risk tiering** framework.
  - For example, the EU AI Act defines 4 risk classifications: minimal, limited, high, and unacceptable
- 4. Operational tasks, including conducting implementing controls, creating policies, standards, and training, and completing **Al Assessments** prior to launches.



## What's Next? 2025 AI Predictions

- 1. Stricter compliance standards, including clear guidelines around ethical use of Al. These standards will likely focus on transparency, privacy, and accountability.
- 2. Increased focus on showing Rol, as organizations will prioritize measurable business outcomes and efficiency gains to justify continued investment in Al technologies.
- **3. Global regulatory alignment**, fostering international cooperation to prevent regulatory fragmentation and facilitating cross-border AI applications.
- **4. Stricter privacy rules**, including on the collection, storage, and use of personal information by Al systems.
- **5. Enforcement actions**, likely targeting highest risk systems.
- **6. Auditing and certifications of AI models** required to demonstrate that they meet regulatory standards.



# **Questions and Answers**

## **Panelists**



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