INTERVENTION OF THE CITIZEN FORUM OF THE AMERICAS

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The opportunities offered by AI to the LAC region also bring potential risks that have not yet fully materialized, given its current state of development. The topic is on the agenda when it comes to digital transformation.

The subject of AI ethics is relatively new to the world and is emerging in the region. An IDB study shows that Latin American countries are using the technology, but none of it is produced in those countries. In other words, the technology is imported and carries within its scope information that does not relate to the context in our countries.

Experts point out that Latin American countries need to be protagonists in the AI innovation process. This involves creating and encouraging the development of proprietary technology that not only respects the diversity and context of Latin America, but also respects our own culture.

Although significant progress has not yet been made, several countries in the Americas are discussing the issue and are in the process of approving legal frameworks to guide the use of this technology. In this regard, I would highlight the ethical principles drawn up by UNESCO, which should serve as parameters for the use of artificial intelligence around the world.

This is because the technology poses profound ethical dilemmas, arising from the potential of AI-based systems to reproduce prejudices, contribute to climate degradation and threaten human rights, among others. These risks associated with AI exacerbate existing inequalities, further harming historically marginalized groups.

The points advocated by UNESCO are:

1.   Proportionality and safety

The use of AI systems must not go beyond what is necessary to achieve a legitimate objective. Risk assessment should be used to prevent damage that could arise from illegitimate use.

2.   Safety and security

Unwanted damage (safety risks) and vulnerabilities to attack (security risks) must be avoided and taken into account.

3. Right to privacy and data protection

Privacy must be protected and promoted throughout the AI lifecycle. Appropriate data protection frameworks must also be established.

4. Adaptive, multi-stakeholder governance and collaboration

When using data, international law and national sovereignty must be respected. The involvement of diverse stakeholders throughout the lifecycle of AI systems is necessary for the development of inclusive governance approaches.

5. Responsibility and accountability

AI systems must be auditable and traceable. Monitoring, impact assessment, auditing and due diligence mechanisms must be in place to avoid conflicts with human rights standards and threats to environmental well-being.

6. Transparency and explainability

The ethical implementation of AI systems depends on their transparency and explainability (T&E). The level of T&E must be appropriate to the context, as there may be tensions between T&E and other principles such as privacy, safety, and security.

7. Supervision and human decision-making

Member states should ensure that it is always possible to assign ethical and legal responsibility to natural persons or existing legal entities.

8. Sustainability

AI technologies should be assessed on the basis of their impact on "sustainability", understood as a constantly evolving set of objectives, including those set out in the UN Sustainable Development Goals (SDGs).

9. Awareness and education

Public awareness and understanding of AI and the value of data should be promoted through open and accessible education, civic participation, digital skills and training, and media and information literacy.

10. Fairness and non-discrimination

AI actors should promote social justice, safeguard fairness and fight against all types of discrimination, adopting an inclusive approach to ensure that the benefits of AI are accessible to all.