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AI ETHICS: THE PRIVACY CHALLENGE

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Abstracts

AI and the Ethics of Automating Consent

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AI systems collect, process, and generate data in ways that further exacerbate many long-documented problems with online consent, most notably issues of providing adequate notice, choice, and withdrawal to users. The unpredictable and even unimaginable use of data by AI systems is considered a feature not a bug. Yet this feature creates problems for notifying users as well as assessing when consent might be required based on potential uses, harms, and consequences. This paper investigates whether these problems impact morally transformative consent in AI systems. We will argue that while supplementing consent with further mechanization, digitization, and intelligence—either through proffering notification on behalf of the consentee or choosing and communicating consent by the consenter—may improve take-it-or-leave-it notice and choice consent regimes, the goal for AI consent should be one of partnership development between parties, built on responsive design and continual consent.

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