

"The UNESCO Recommendation on the Ethics of Artificial Intelligence: Protection of Individual Liberties and Interests"

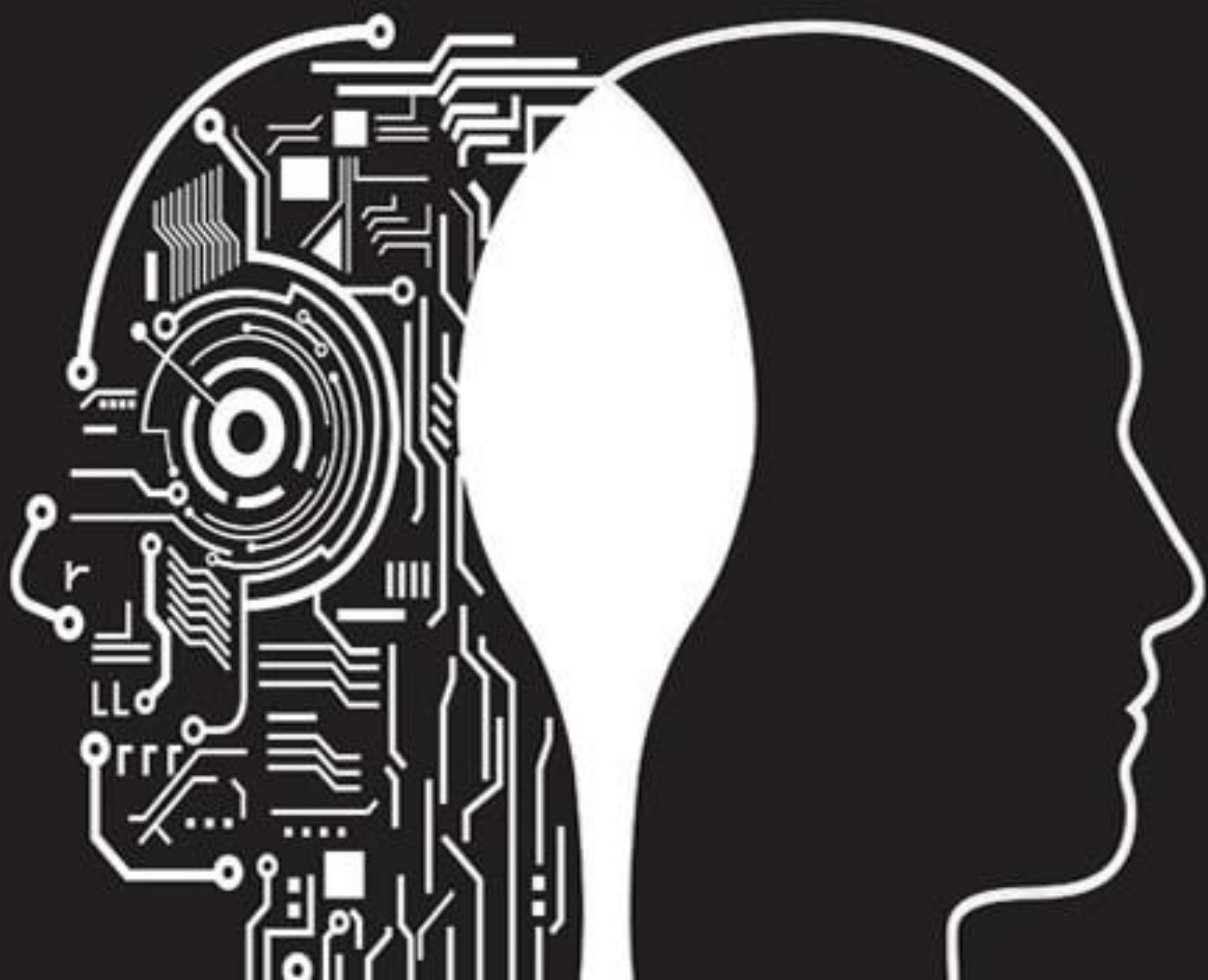
PRESENTATION BY CORDEL GREEN

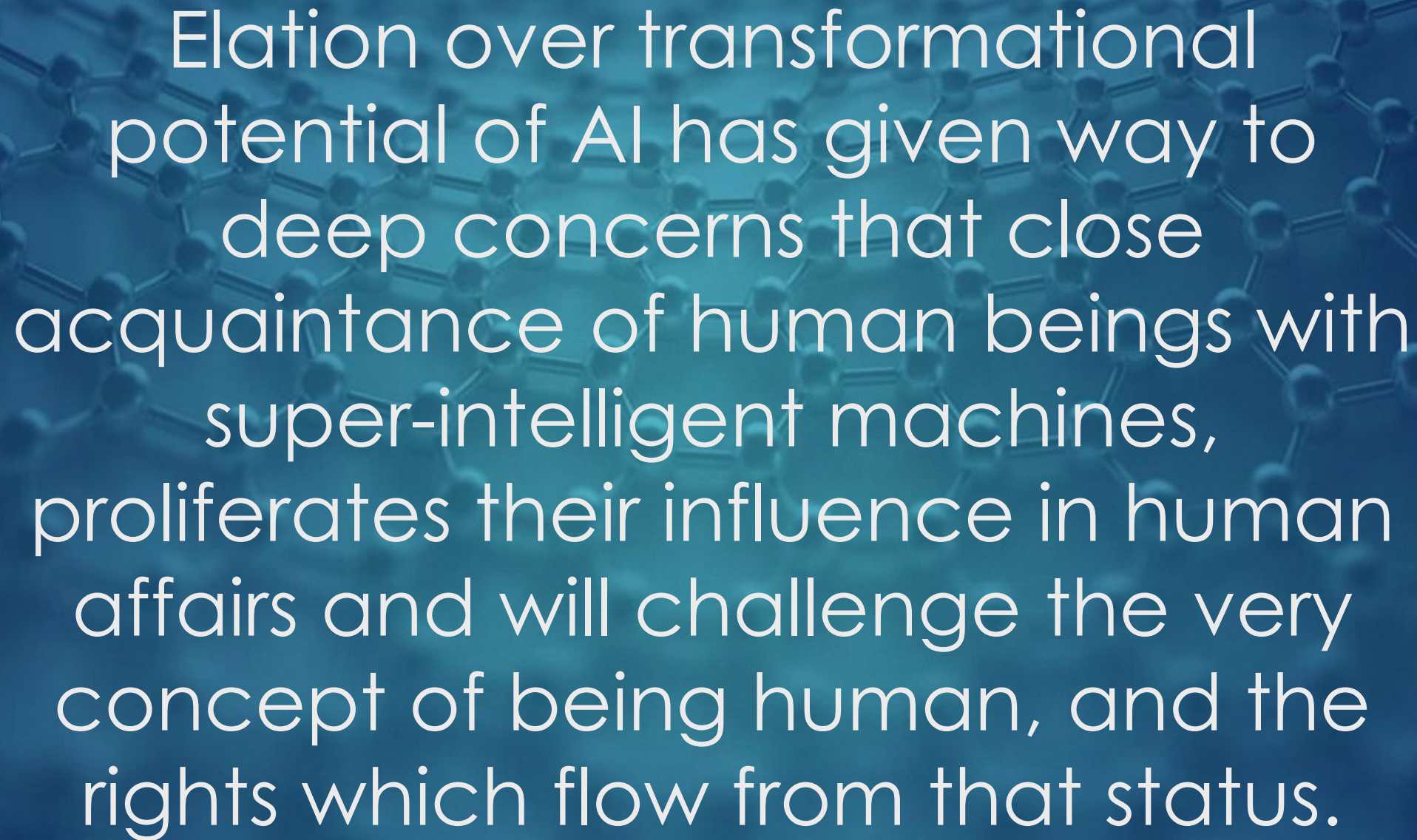
EXECUTIVE DIRECTOR OF
THE BROADCASTING COMMISSION – JAMAICA

VICE-CHAIRMAN UNESCO INFORMATION FOR ALL PROGRAMME (IFAP)

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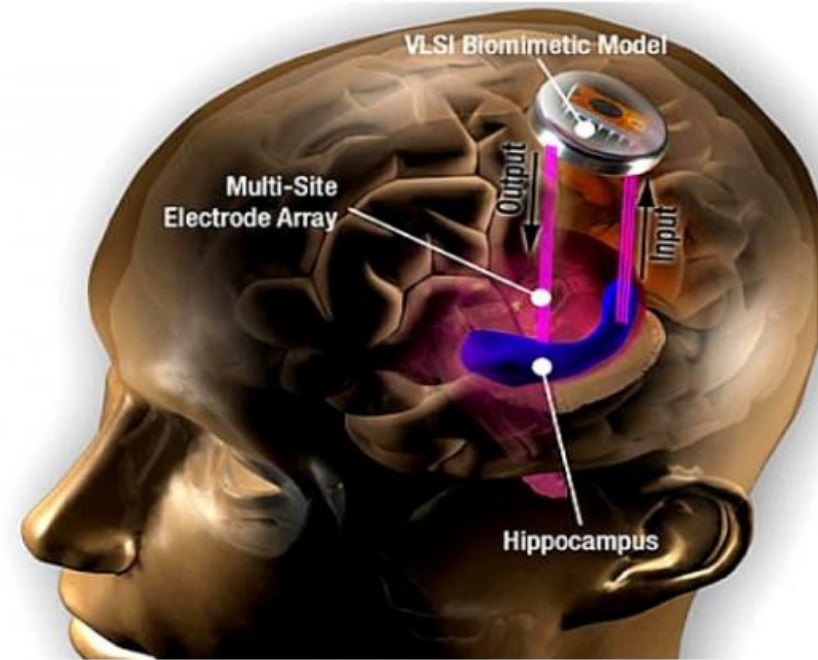
IFAP WGIE INAUGURAL CONFERENCE: Brainstorming on the
UNESCO AI ethics recommendation





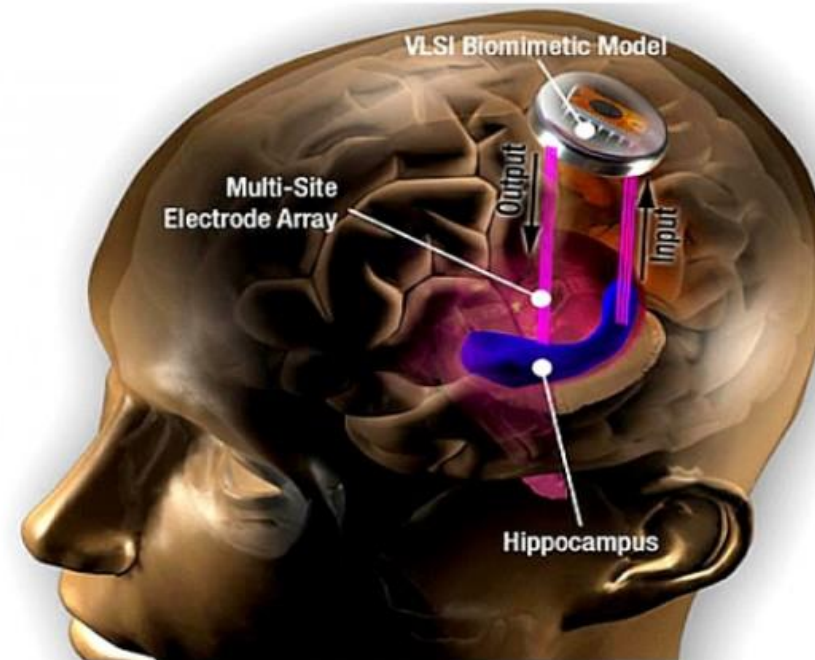
Elation over transformational potential of AI has given way to deep concerns that close acquaintance of human beings with super-intelligent machines, proliferates their influence in human affairs and will challenge the very concept of being human, and the rights which flow from that status.

A Framework for Action



Human rights prevails as a key principle in the UNESCO Recommendation - promoting human-centric and trustworthy AI

Clause 13



“...respect, protection and promotion of human dignity and rights as established by international law, including international human rights law, is essential throughout the life cycle of AI systems. Human dignity relates to the recognition of the intrinsic and equal worth of each individual human being...”

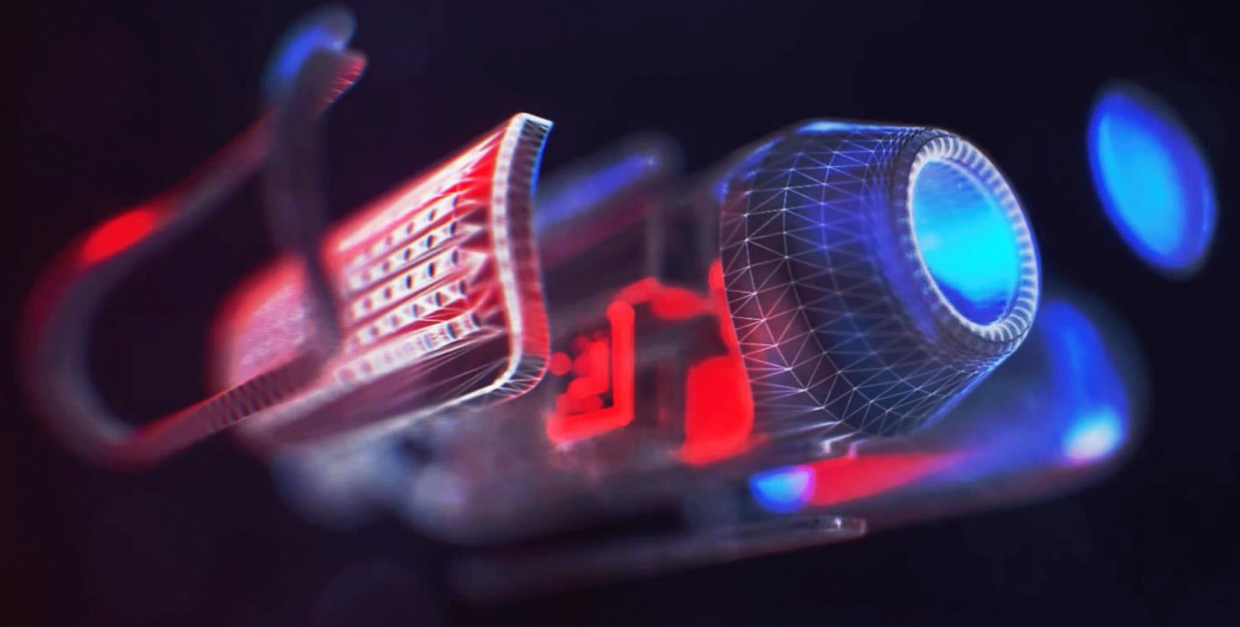
**“The region’s Creativity Must be
Protected Against Being
Compromised by AI” – Caribbean
AI Roadmap**

Human-centricity in the Caribbean AI strategy is presented not only as a matter of valuing human rights but also a bulwark of tangible and intangible wealth.

“Autonomous and intelligent systems must prioritize and have as their goal the explicit honoring of our inalienable fundamental rights and dignity as well as the increase of human flourishing”

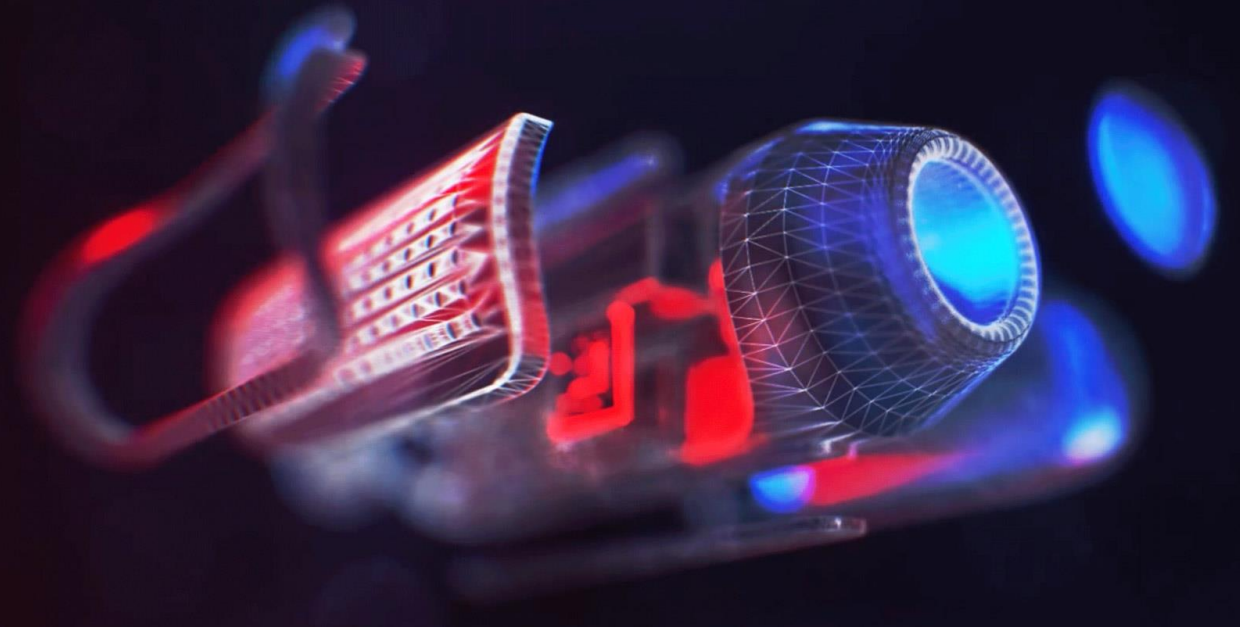
– IEEE Ethically Aligned Design (EAD)

HUMAN FLOURISHING



UNESCO Recommendation promotes human flourishing, e.g. privacy, data protection and freedom of expression: clauses 32-34;

PRIVACY



Privacy is a right which is essential to a wider span of protection encompassing human dignity, human autonomy and human agency.

A Surveillance Pandemic

- “Digital consent” is a misnomer in its current manifestation.”
IEEE, EAD
- “Privacy by design” and “Privacy by Default” can be eluded
- No “rational” decision-making



Policy Actions

- Improve access to information and knowledge.
- Ensure that AI actors respect and promote freedom of expression as well as access to information with regard to automated content generation, moderation and curation.
- Invest in and promote digital and media and information literacy.
- Create enabling environments for media



Policy Actions

- Improve access to information and knowledge
- Retention of rights over personal data
- Safeguards for the processing of sensitive data;
- Effective and meaningful accountability schemes and mechanisms;
- Right to access and erase personal data in AI systems
- Open repositories for publicly funded or publicly held data



“...human rights in the digital sphere don’t exist until individuals globally are empowered with means—including tools and policies—that ensure their dignity through some form of sovereignty, agency, symmetry, or control regarding their identity and personal data

– IEEE Ethically Aligned Design

“Society also needs to be confident that those who are unable to provide legal informed consent, including minors and people with diminished capacity to make informed decisions, do not lose their dignity due to this.”
– IEEE Ethically Aligned Design

“Explainability”, presumes
digital literacy?



“Risk” approach (EU) vs “Human-
Rights” approach (UNESCO)

Recommendations

- Digital, Media and Information Literacy as a Human Right (for inspiration see article 100 of Norwegian Constitution and California's Internet for All Now Act)
- Neuro-Rights (e.g. express protection of 'mental privacy')
- Prohibit Data Colonialism



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