

**Committee:** Human Rights Council (HRC)

**Topic:** Ensuring the ethical use of AI in upholding data privacy

**Student Officer:** Mona Hamidh

**Position:** Deputy President

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Dear Delegates,

I am deeply honoured to serve as your Deputy President for this year's Human Rights Council (HRC) Committee of the 13th Campion School Model United Nations. My name is Mona Hamidh, and I am an IB2 student from Campion School. This will be my first time chairing, and I am looking forward to sharing this experience with you.

MUN has played such a vital role in allowing me to grow as a leader, thinker and public speaker. MUN allows you to develop your public speaking skills, critical thinking and research abilities, while also giving you wonderful opportunities to form new, long-lasting friendships. I highly encourage you all to make the most of this MUN experience.

Through this study guide, I present to you the topic of “Ensuring the ethical use of AI in upholding data privacy”. I encourage you to approach this topic with curiosity and a perceptive eye on how we can ensure the ethical usage of AI in upholding data privacy. This study guide will provide you with a thorough understanding of this topic, but your own individual, extensive research will have to be done to have a deeper understanding of the topic at hand.

If you have any questions regarding this study guide, please do not hesitate to contact me via email at [mhamidh@campion.edu.gr](mailto:mhamidh@campion.edu.gr). Furthermore, if you have any other questions, please contact Aloï Gkania, the President of the Human Rights Council, at [aloigkaniia@gmail.com](mailto:aloigkaniia@gmail.com).

Kind Regards,

Mona Hamidh



## Topic Introduction

Artificial Intelligence (AI) is rapidly growing and has become an asset in our day-to-day lives, with an average of 314 million users around the world.<sup>1</sup> AI provides several benefits in major fields such as healthcare, education, governance, and finance. However, its growing capacity to collect, process, and interpret vast amounts of personal data poses serious concerns regarding the right to privacy, as individuals are losing their rights to control how their information is used, shared or stored. Among the most alarming concerns is integrating facial recognition into AI systems that rely on sensitive data. This concern raises the question of whether the use of AI follows the fundamental principles of the Universal Declaration of Human Rights (UDHR). Specifically, Article 12 can be at risk of violation as it opposes the fundamental principle of this Article, being that ‘no one shall be subjected to arbitrary interference with his privacy, family, home or correspondence nor to attacks upon his honour and reputation’<sup>2</sup> because this cannot be guaranteed with the rising use of AI technologies, specifically those involving sensitive information.

Many famous political personalities have been facing this issue, as their identity can be easily altered and exploited. In 2022, a deep fake video of President Volodymyr Zelenskyy resurfaced, falsely showing him urging Ukrainian soldiers to surrender to Russian forces, which led to public confusion and attempts to undermine the Ukrainian resistance.<sup>3</sup> The video was immediately identified as fake<sup>4</sup>, but it showed how AI can be weaponised to spread misinformation.

Governments make use of AI for the improvement of public services as well as profit. For example, the United Arab Emirates (UAE) plans on using AI as a key tool for enhancing government operations and improving resource allocation.<sup>5</sup> This strategic plan demonstrates a commitment to building a

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<sup>1</sup> Dipert, Brian. “Global AI Adoption to Surge 20%, Exceeding 378 Million Users in 2025.” *Edge AI and Vision Alliance*, 19 Feb. 2025, [www.edge-ai-vision.com/2025/02/global-ai-adoption-to-surge-20-exceeding-378-million-users-in-2025/](https://www.edge-ai-vision.com/2025/02/global-ai-adoption-to-surge-20-exceeding-378-million-users-in-2025/).

<sup>2</sup> United Nations. “Universal Declaration of Human Rights.” *United Nations*, 1948, [www.un.org/en/about-us/universal-declaration-of-human-rights](https://www.un.org/en/about-us/universal-declaration-of-human-rights).

<sup>3</sup> Wakefield, Jane. “Deepfake Presidents Used in Russia-Ukraine War.” *BBC News*, 18 Mar. 2022, [www.bbc.com/news/technology-60780142](https://www.bbc.com/news/technology-60780142).

<sup>4</sup> Wakefield, Jane. “Deepfake Presidents Used in Russia-Ukraine War.” *BBC News*, 18 Mar. 2022, [www.bbc.com/news/technology-60780142](https://www.bbc.com/news/technology-60780142).

<sup>5</sup> Erne, Jeroen. “UAE Accelerates Government Efficiency with AI-Driven Strategic Plan 2031.” *Complete AI Training*, 7 July 2025, [completeaitraining.com/news/uae-accelerates-government-efficiency-with-ai-driven/](https://completeaitraining.com/news/uae-accelerates-government-efficiency-with-ai-driven/).



more intelligent, responsive and efficient public service system.<sup>6</sup> Meanwhile, citizens are frequently unaware of how their data is being used, shared, or stored, leaving them vulnerable to exploitation and surveillance. This occurs as most users don't have easy access to or understanding of how their data is collected or used.

Moreover, there comes the issue of global differences in digital infrastructure, which means some countries are more equipped than others to address these challenges. For example, countries like South Korea and Japan have advanced digital systems and progressive infrastructure<sup>7</sup> allowing them to implement AI responsibly and ethically, while many countries in the Sub-Saharan African regions struggle with inadequate infrastructure and funding for new technology.<sup>8</sup> Without strong legal frameworks and an equal approach to AI infrastructure across nations, it becomes difficult to ensure ethical use of AI in upholding data privacy.

### Definition of key concepts

#### Data privacy

"Data privacy, also called "information privacy," is the principle that a person should have control over their personal data, including the ability to decide how organisations collect, store and use their data."<sup>9</sup> As AI systems have started increasingly relying on personal data, respecting the principle of data privacy becomes essential to maintaining ethical AI practices.

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<sup>6</sup> Erne, Jeroen. "UAE Accelerates Government Efficiency with AI-Driven Strategic Plan 2031." *Complete AI Training*, 7 July 2025, [completeaitraining.com/news/uae-accelerates-government-efficiency-with-ai-driven/](https://completeaitraining.com/news/uae-accelerates-government-efficiency-with-ai-driven/).

<sup>7</sup> "Top 10 Countries with Best Digital Infrastructure in 2024 - PQube Business Solutions." *PQube Business Solutions*, 29 Nov. 2024, [www.pqube.in/web-stories/top-10-countries-with-best-digital-infrastructure-in-2024/](https://www.pqube.in/web-stories/top-10-countries-with-best-digital-infrastructure-in-2024/).

<sup>8</sup> "Five Insights on Country-Led Digital Public Infrastructure Systems to Create a Cohesive Approach throughout Africa – Development Gateway: An IREX Venture – Data and Digital Solutions for International Development." *Development Gateway: An IREX Venture*, 21 May 2024, [developmentgateway.org/blog/five-insights-on-country-led-digital-public-infrastructure-systems-to-create-a-cohesive-approach-throughout-africa/](https://developmentgateway.org/blog/five-insights-on-country-led-digital-public-infrastructure-systems-to-create-a-cohesive-approach-throughout-africa/).

<sup>9</sup> Kosinski, Matthew, and Amber Forrest. "Data Privacy." *Ibm.com*, 19 Dec. 2023, [www.ibm.com/think/topics/data-privacy](https://www.ibm.com/think/topics/data-privacy).



## Personal data

“Personal data refers to any information related to an identified or identifiable living individual. Even data that has been de-identified, encrypted, or pseudonymised is still considered personal data under the General Data Protection Regulation (GDPR) if it can be used to re-identify someone.”<sup>10</sup>

## General Data Protection Regulation (GDPR)

“The General Data Protection Regulation is a European Union (EU) law that governs how organisations within and outside the EU handle the personal data of EU residents.”<sup>11</sup>

## AI ethics

“It encompasses a broad range of considerations, including fairness, transparency, accountability, privacy, security, and the potential societal impacts.”<sup>12</sup> These considerations are essential as AI has integrated into our daily lives, where decisions can affect individuals significantly. Therefore, it is crucial for it to uphold data privacy and respect individuals' rights to privacy.

## Background Information

### Historical Background

#### Origins of Data Privacy

In 1942, three laws of robotics were introduced as the first fundamental frameworks for ethical considerations.<sup>13</sup> The 1974 Privacy Act is a US federal law that regulates how federal agencies collect, maintain, use, and disclose individuals' personal information.<sup>14</sup> It aims to protect individuals from

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<sup>10</sup> European Commission. “Data Protection Explained.” *European Commission*, 2023, [commission.europa.eu/law/law-topic/data-protection/data-protection-explained\\_en](https://commission.europa.eu/law/law-topic/data-protection/data-protection-explained_en).

<sup>11</sup> IBM. “What Is GDPR? | IBM.” *Www.ibm.com*, 2025, [www.ibm.com/cloud/compliance/gdpr-eu](https://www.ibm.com/cloud/compliance/gdpr-eu).

<sup>12</sup> SAP. “What Is AI Ethics? The Role of Ethics in AI.” *Sap.com*, 9 Aug. 2024, [www.sap.com/resources/what-is-ai-ethics](https://www.sap.com/resources/what-is-ai-ethics).

<sup>13</sup> Copeland, B. J. “Artificial Intelligence.” *Encyclopedia Britannica*, 8 Jan. 2024, [www.britannica.com/technology/artificial-intelligence](https://www.britannica.com/technology/artificial-intelligence).

<sup>14</sup> U.S. Department of Justice. “Privacy Act of 1974.” *Justice.gov*, 4 Oct. 2022, [www.justice.gov/opcl/privacy-act-1974](https://www.justice.gov/opcl/privacy-act-1974).



invasions of privacy by establishing a code of "fair information practices."<sup>15</sup> This act was a great step towards data privacy, but its restricted, outdated regulations mean it no longer adequately protects personal data in the modern digital world.

### The rise of AI

The 2010s saw major advances in AI, including the development of deep learning algorithms, which enabled the creation of even more sophisticated AI systems with increased computing power, large datasets and more efficient deep learning algorithms.<sup>16</sup> With continuous developments in machine learning, AI systems were better programmed to analyse and act on data collected. This became a greater concern after the Cambridge Analytica Scandal, where 87 million users' data was collected without consent for political profiling and showed how AI can be misused.<sup>17</sup> This prompted changes in platform policies and increased user awareness.<sup>18</sup>

### Types of data privacy violations

#### Unauthorised Data Collection

Data privacy can be breached if AI collects and processes an individual's personal information without user consent, which violates data protection laws. These laws require organisations to have a justifiable reason and obtain consent when handling personal data.<sup>19</sup>

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<sup>15</sup> U.S. Department of Justice. "Privacy Act of 1974." *Justice.gov*, 4 Oct. 2022, [www.justice.gov/opcl/privacy-act-1974](https://www.justice.gov/opcl/privacy-act-1974).

<sup>16</sup> McMann, Ben. "The History of AI: From Rules-Based Algorithms to Generative Models." *Lantern*, 17 July 2024, [lanternstudios.com/insights/blog/the-history-of-ai-from-rules-based-algorithms-to-generative-models/](https://lanternstudios.com/insights/blog/the-history-of-ai-from-rules-based-algorithms-to-generative-models/).

<sup>17</sup> Cambridge. "Factual America Podcast." *Factual America Podcast*, 28 Aug. 2024, [www.factualamerica.com/journalistic-landmarks/investigative-reporting-unravels-cambridge-analytica-data-privacy-scandal](https://www.factualamerica.com/journalistic-landmarks/investigative-reporting-unravels-cambridge-analytica-data-privacy-scandal)

<sup>18</sup> Cambridge. "Factual America Podcast." *Factual America Podcast*, 28 Aug. 2024, [www.factualamerica.com/journalistic-landmarks/investigative-reporting-unravels-cambridge-analytica-data-privacy-scandal](https://www.factualamerica.com/journalistic-landmarks/investigative-reporting-unravels-cambridge-analytica-data-privacy-scandal)

<sup>19</sup> Jakub Karonski. "Sharing Personal Data without Consent – Consequences and Exceptions." *Blurr*®, 17 Apr. 2025, [blur.ai/articles/sharing-personal-data-without-consent-consequences-and-exceptions/](https://blur.ai/articles/sharing-personal-data-without-consent-consequences-and-exceptions/).



### AI Surveillance and Monitoring

Governments use AI to analyse and detect video footage. This allows them to detect potential threats accurately in public places like airports, thus enhancing public safety.<sup>20</sup> However, the use of AI tools like facial recognition continuously may be seen as unethical as they would be following citizens' movements without legal justification.

### Existing data protections

#### General Data Protection Regulation (GDPR)

The GDPR is the strongest privacy and security law in the world.<sup>21</sup> It is signalling its firm stance on data privacy and security at a time when more people are entrusting their personal data with cloud services and breaches are a daily occurrence.<sup>22</sup> It is made up of data protection principles including: lawfulness, fairness and transparency, purpose limitation, data minimisation, accuracy, storage limitation, integrity and confidentiality and accountability.<sup>23</sup> These principles aim to protect individuals' privacy and give them control over their personal data.<sup>24</sup>

### Case study: China's Surveillance of Uyghur Muslims in Xinjiang, 2019

#### Key facts

In Xinjiang, the Chinese government is using AI technologies, such as a mobile police app linked to the Integrated Joint Operations Platform (IJOP), including facial recognition and voice analysis, to monitor the Uyghur Muslim population.<sup>25</sup> This has resulted in widespread human rights violations, which create a systemic weakening of privacy and freedom as surveillance becomes normalised and there's constant data collection and intrusive monitoring, demonstrating the dangers of unregulated

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<sup>20</sup> Quirk, Colin. "Artificial Intelligence Surveillance: What It Is & Use Cases." *Volt.ai*, VOLT AI, 28 Feb. 2025, [volt.ai/blog/artificial-intelligence-surveillance](https://volt.ai/blog/artificial-intelligence-surveillance).

<sup>21</sup> Wolford, Ben. "What Is GDPR, the EU's New Data Protection Law?" GDPR.EU, 2025, [gdpr.eu/what-is-gdpr/](https://gdpr.eu/what-is-gdpr/).

<sup>22</sup> Wolford, Ben. "What Is GDPR, the EU's New Data Protection Law?" GDPR.EU, 2025, [gdpr.eu/what-is-gdpr/](https://gdpr.eu/what-is-gdpr/).

<sup>23</sup> Wolford, Ben. "What Is GDPR, the EU's New Data Protection Law?" GDPR.EU, 2025, [gdpr.eu/what-is-gdpr/](https://gdpr.eu/what-is-gdpr/).

<sup>24</sup> Wolford, Ben. "What Is GDPR, the EU's New Data Protection Law?" GDPR.EU, 2025, [gdpr.eu/what-is-gdpr/](https://gdpr.eu/what-is-gdpr/).

<sup>25</sup> Watch, Human Rights. "HRW – Human Rights Watch (Author): 'China's Algorithms of Repression', Document #2007754 - Ecol.net." *Ecol.net*, 2016, [www.ecoi.net/en/document/2007754.html?utm\\_source](https://www.ecoi.net/en/document/2007754.html?utm_source).

and unethical use of AI. The Human Rights Watch (HRW) refers to this as mass ethnic profiling that targets the Uyghur Muslim population and other ethnic minorities.<sup>26</sup>

### Ethical AI and Data Privacy

The right to privacy is violated when personal data is collected without informed consent or control over its use.<sup>27</sup> Ethical AI principles are breached through unfair and discriminatory practices, such as the targeting of Uyghur Muslims.

## Major countries, organisations and alliances

### United States of America (USA)

The USA is home to major AI corporations like Google and OpenAI.<sup>28</sup> Various frameworks and guidelines exist to guide the regulation of AI, including the AI Bill of Rights, which was issued under President Biden on October 4th 2022.<sup>29</sup> Several leading AI companies, such as Amazon, Google, Meta, OpenAI have voluntarily committed to "help move toward safe, secure, and transparent development of AI technology."<sup>30</sup>

Further

reading:

<https://www.humanrightsresearch.org/post/harnessing-technology-to-safeguard-human-rights-ai-big-data-and-accountability>

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<sup>26</sup> Human Rights Watch. "China's Algorithms of Repression." Human Rights Watch, Human Rights Watch, 1 May 2019,

[www.hrw.org/report/2019/05/01/chinas-algorithms-repression/reverse-engineering-xinjiang-police-mass](http://www.hrw.org/report/2019/05/01/chinas-algorithms-repression/reverse-engineering-xinjiang-police-mass).

<sup>27</sup> United Nations. "Universal Declaration of Human Rights." *United Nations*, 1948, [www.un.org/en/about-us/universal-declaration-of-human-rights](http://www.un.org/en/about-us/universal-declaration-of-human-rights).

<sup>28</sup> "Topic: Artificial Intelligence (AI) in the United States." Statista, [www.statista.com/topics/7923/artificial-intelligence-ai-in-the-us/](http://www.statista.com/topics/7923/artificial-intelligence-ai-in-the-us/).

<sup>29</sup> The White House. "Blueprint for an AI Bill of Rights | OSTP | the White House." The White House, 22 Nov. 2023, [bidenwhitehouse.archives.gov/ostp/ai-bill-of-rights/](https://www.whitehouse.gov/ostp/ai-bill-of-rights/).

<sup>30</sup> House, The White. "FACT SHEET: Biden-Harris Administration Secures Voluntary Commitments from Leading Artificial Intelligence Companies to Manage the Risks Posed by AI | the White House." The White House, 21 July 2023, [bidenwhitehouse.archives.gov/briefing-room/statements-releases/2023/07/21/fact-sheet-biden-harris-administration-secures-voluntary-commitments-from-leading-artificial-intelligence-companies-to-manage-the-risks-posed-by-ai/](https://www.whitehouse.gov/briefing-room/statements-releases/2023/07/21/fact-sheet-biden-harris-administration-secures-voluntary-commitments-from-leading-artificial-intelligence-companies-to-manage-the-risks-posed-by-ai/).



### China

China plays a great role in AI development, as it prioritises AI for state control by implementing strict monitoring policies.<sup>31</sup> Specifically, its government has implemented AI-driven systems for facial recognition, social credit scoring, and policing.<sup>32</sup> These methods have had positive outcomes as they increase public protection and crime prevention. However, citizens are being monitored without consent and have minimal control over how their personal data is used. Thus, it is important to note that these systems can restrict freedom of expression and act discriminately towards minorities, demonstrating a risk to individuals' freedom and rights.

Further reading: [https://www.ecoi.net/en/document/2007754.html?utm\\_source](https://www.ecoi.net/en/document/2007754.html?utm_source)

### United Nations Educational, Scientific and Cultural Organisation (UNESCO)

UNESCO made an important contribution to the goal of effective and ethical AI governance by adopting an ambitious global standard, the Recommendation on the Ethics of AI in 2021, through which UNESCO planned on ensuring the protection of human rights and dignity.<sup>33</sup> This recommendation is considered to still be in its early stages but has made an influential contribution to ethical AI governance.<sup>34</sup> Member States are encouraged to implement the Recommendation through innovative tools and methodologies, such as the Readiness Assessment Methodology (RAM) and the Ethical Impact Assessments (EIA).<sup>35</sup> RAM assesses a country's overall preparedness to ethically and responsibly implement AI, while EIA focuses on the ethical implications of specific AI systems.<sup>36</sup>

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<sup>31</sup> "China's AI Policy at the Crossroads: Balancing Development and Control in the DeepSeek Era." Carnegie Endowment for International Peace, 2025, [carnegieendowment.org/research/2025/07/chinas-ai-policy-in-the-deepseek-era?lang=en](https://carnegieendowment.org/research/2025/07/chinas-ai-policy-in-the-deepseek-era?lang=en).

<sup>32</sup> "China's AI Policy at the Crossroads: Balancing Development and Control in the DeepSeek Era." Carnegie Endowment for International Peace, 2025, [carnegieendowment.org/research/2025/07/chinas-ai-policy-in-the-deepseek-era?lang=en](https://carnegieendowment.org/research/2025/07/chinas-ai-policy-in-the-deepseek-era?lang=en).

<sup>33</sup> UNESCO. "Recommendation on the Ethics of Artificial Intelligence | UNESCO." [www.unesco.org](https://www.unesco.org), 16 May 2023, [www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence](https://www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence).

<sup>34</sup> UNESCO. "Recommendation on the Ethics of Artificial Intelligence | UNESCO." [www.unesco.org](https://www.unesco.org), 16 May 2023, [www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence](https://www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence).

<sup>35</sup> UNESCO. "Recommendation on the Ethics of Artificial Intelligence | UNESCO." [www.unesco.org](https://www.unesco.org), 16 May 2023, [www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence](https://www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence).

<sup>36</sup> UNESCO. "Recommendation on the Ethics of Artificial Intelligence | UNESCO." [www.unesco.org](https://www.unesco.org), 16 May 2023, [www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence](https://www.unesco.org/en/articles/recommendation-ethics-artificial-intelligence).



Further

reading:

<https://www.unesco.org/en/articles/promoting-ethical-principles-artificial-intelligence-2nd-global-forum>

## Previous attempts to solve the issue

### The Organisation for Economic Cooperation and Development (OECD) AI principle

“The OECD AI Principles are the first intergovernmental standard on AI, which were implemented on May 22nd 2019. They promote innovative, trustworthy AI that respects human rights and democratic values.”<sup>37</sup> They are composed of five value-based principles, including respect for privacy and data protection.<sup>38</sup> Following these principles helps ensure that AI is developed in a way that maximises its benefits while minimising potential risk. The AI principles promote data protection and user privacy, which helps countries build trustworthy AI systems; however, it is not legally binding, so countries may choose not to implement the principles, thus delaying the progression of ethical use of AI.

Further reading: [www.oecd.org/en/topics/ai-principles.html](http://www.oecd.org/en/topics/ai-principles.html)

### California Consumer Privacy Act (CCPA)

“The California Consumer Privacy Act, signed on June 28th 2018, gives consumers more control over the personal information that businesses collect about them. In addition to that, the CCPA regulations provide guidance on how to implement the law, including consumer rights, handling data and compliance of businesses. They inform businesses on how they should address consumers of their rights and how to handle requests regarding personal information. This landmark law secures new privacy rights for California consumers.”<sup>39</sup> This privacy act protects users and pushes businesses towards accountability; however, without strong oversight or consequences, some companies may not take it as seriously. Therefore, implementing the law becomes more difficult, and many users remain worried about their data privacy.

Further reading: [oag.ca.gov/privacy/ccpa](http://oag.ca.gov/privacy/ccpa)

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<sup>37</sup> OECD. “AI Principles.” OECD, 2024, [www.oecd.org/en/topics/sub-issues/ai-principles.html](http://www.oecd.org/en/topics/sub-issues/ai-principles.html).

<sup>38</sup> OECD. “AI Principles.” OECD, 2024, [www.oecd.org/en/topics/sub-issues/ai-principles.html](http://www.oecd.org/en/topics/sub-issues/ai-principles.html).

<sup>39</sup> State of California Department of Justice. “California Consumer Privacy Act (CCPA).” State of California - Department of Justice - Office of the Attorney General, 13 Mar. 2024, [oag.ca.gov/privacy/ccpa](http://oag.ca.gov/privacy/ccpa).



## Possible solutions

### Establishing an international agreement on AI ethics

The UN could propose an international agreement for all countries to adopt and initiate standards for ethical use of AI and protection of personal data in order to ensure that individual privacy is secured. This can be done by establishing a global framework that enforces ethical AI use and data privacy rights. The agreement should include consent-based data collection and a ban on AI systems that violate human rights, such as mass surveillance. A UN-appointed panel of international experts in AI ethics and human rights should oversee global progress. Countries should submit annual standardised reports outlining their efforts and progress to ensure the ethical use of AI, ensuring transparency and accountability.

### Embedding data protection into the designs of AI systems

Governments and private developers, such as OpenAI, can be encouraged to embed data protection into their AI systems from the beginning of the design. This can be achieved with the help of organisations such as the UN, which can set global standards and enforce privacy settings. When training AI systems, all personal data must be removed to protect the person's identity and their privacy. Users should always be given the choice as to whether they would like to share their data, rather than having it shared without their consent. Simple setting options to remove data at any given time should be offered to all users, as they might not want to continue sharing their data and would prefer to change that setting.

### Creating a UN-based AI ethics meeting

The UN Human Rights Council can establish a platform where countries share their best practices to ensure ethical use of AI. Technological experts would advise on advancements, and countries must oversee newly emerging AI technologies for ethical risks.

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