

PRIVACY & CONSUMER PROTECTION IN THE AGE OF AI

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SCHOOL
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MY AGENDA

Problem Areas

1

Training &
Deploying AI

2

Consumer Use
of AI

3

Using AI on
Consumers

4

Weaponized AI

For Each Area . . .

1

The Scope of the
Problem

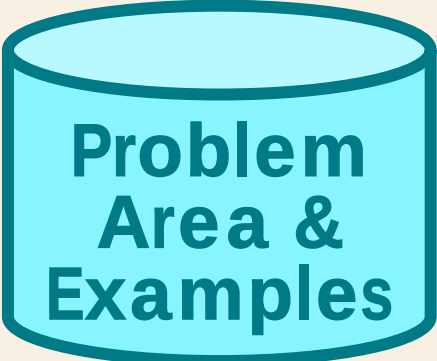
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Real-World
Examples of the
Problem

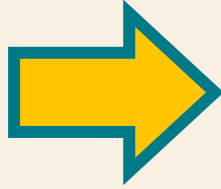
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Potential Policy
Solutions for the
Problem

AREA #1: TRAINING & DEPLOYING AI



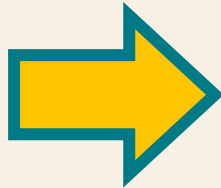
Problem Area & Examples



- Defined – Some **AI companies** use **large amounts of consumer data** to **train** their **AI models**. In addition, some have made **risky choices** in the **development** and **deployment** of their **models**.
- Examples – the **Common Crawl** dataset & LLMs; **Clearview AI** & scraping **social media**; **OpenAI** & **Anthropic models** **escaping** their **sandboxes**



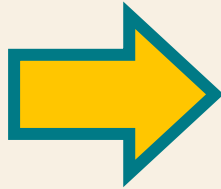
Policy Solutions



- Transparency – California's Training Data Transparency Act (TDTA)
- Consent – Virginia's Consumer Data Protection Act
- Safeguards on Development – Illinois AI Safety Measures Act

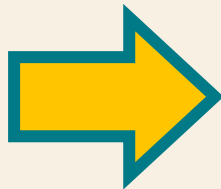
AREA #2: CONSUMER USE OF AI

Problem Area & Examples



- Defined – Consumers may interact with AI in harmful ways, including inadvertently or intentionally disclosing private information to AI companies or data brokers that either do not protect that data or exploit that data.
- Examples – data aggregation; “professional” & companion chatbots; Adam Raine case

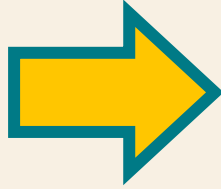
Policy Solutions



- Transparency & Data Privacy Laws Generally – Connecticut’s Data Privacy Act
- Restrictions on Models Themselves – Illinois Wellness and Oversight for Psychological Resources (WOPR) Act
- Restrictions on Minors Using Chatbots – numerous

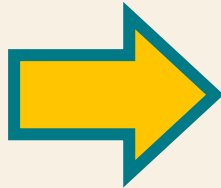
AREA #3: USING AI ON CONSUMERS

Problem Area & Examples



- Defined – Often, **consumers** are **unaware** they are **interacting with AI**. Relatedly, **companies increasingly** rely on AI to **automate business tasks**, but those **black-box decisions** may **run afoul** of existing **legal frameworks**.
- Examples – **Amazon HR Bot**; **RealPage lawsuits**; **predictive pricing**; **health insurance claim denials**

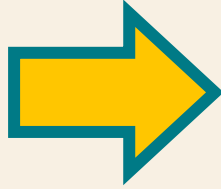
Policy Solutions



- The Right to Opt Out – Colorado Privacy Act
- “Consequential Decisions” Laws – Colorado Automated Decision-Making Technology Act
- Broader Consumer Protection Laws – Sherman & Clayton Acts, anti-discrimination laws, etc.

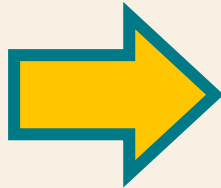
AREA #4: WEAPONIZED AI

Problem Area & Examples



- **Defined** – Many of **AI's skills**—writing, coding, automating tasks, creating media—can be used by nefarious actors to harm others.
- **Examples** – Arup deepfake scam; **deepfake intimate images**; **senior citizen scams**; Australian gym hack incident

Policy Solutions



- **Amend Criminal Laws** – Arizona S.B. 1295 (2025)
- **Laws Against AI Misuse & Weaponization** – Texas Responsible Artificial Governance Act (TRAIGA)
- **Stronger Protections of NIL & IP** – Texas CUBI Act; Tennessee ELVIS Act



THANK YOU!

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