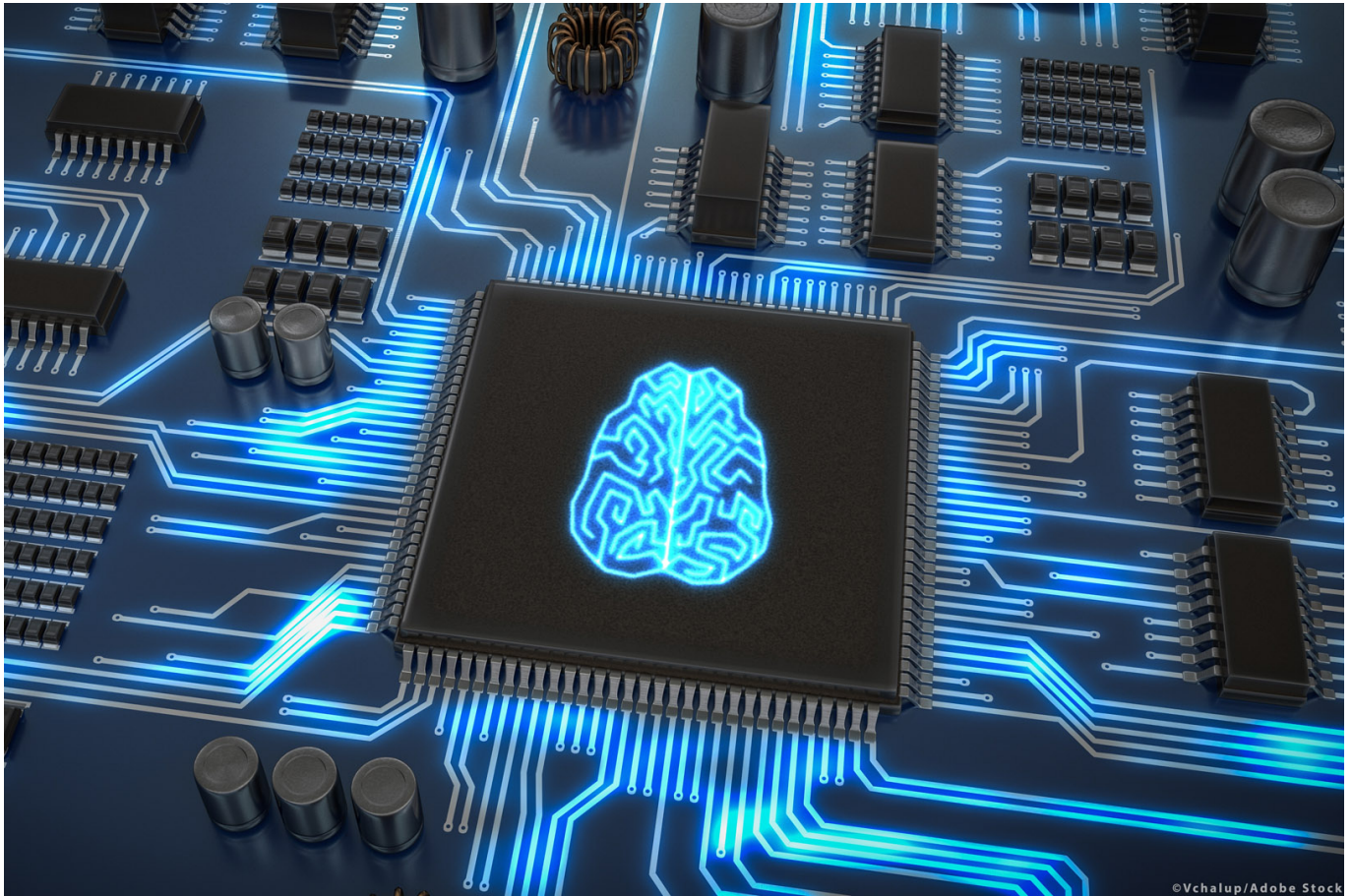


# Article – Artificial intelligence: tackling the risks for consumers



## **What is artificial intelligence and why can it be dangerous?**

As learning algorithms can process data sets with precision and speed beyond human capacity, artificial intelligence (AI) applications have become increasingly common in finance, healthcare, education, the legal system and beyond. However, reliance on AI also carries risks, especially where decisions are made without human oversight. Machine learning relies on pattern-recognition within datasets. Problems arise when the available data reflects societal bias.

## **Artificial Intelligence in decision-making processes**

AI is increasingly involved in algorithmic decision systems. In many situations, the impact of the decision on people can be significant, such as access to credit, employment, medical treatment, or judicial sentences. Automated decision-making can therefore perpetuate social divides. For example, some hiring algorithms have been found to be biased against women.

## **How to protect consumers in the era of AI**

The development of AI and automated decision-making processes also presents challenges for consumer trust and welfare. When consumers are interacting

with such a system, they should be properly informed about how it functions.

### **The position of the Parliament**

In a [resolution adopted on 23 January](#), the [internal market and consumer protection committee](#) urges the European Commission to examine whether additional measures are necessary in order to guarantee a strong set of rights to protect consumers in the context of AI and automated decision-making.