

# Consumer Protection in the Digital Economy in the Age of AI

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# AI is Here, There, Everywhere

- AI is embedded in consumer devices or systems such as wearable devices, smartphones, smart home devices, robotics, and autonomous vehicles.
- AI is embedded in search engines, social media platforms, e-commerce platforms.
- **Consumers Korea** has advocated for consumer protection and data protection privacy in several areas of related to AI and the digital economy.

# Consumer Research on (February 2023)

Research on AI speakers, ID scan monitors, and facial recognition devices

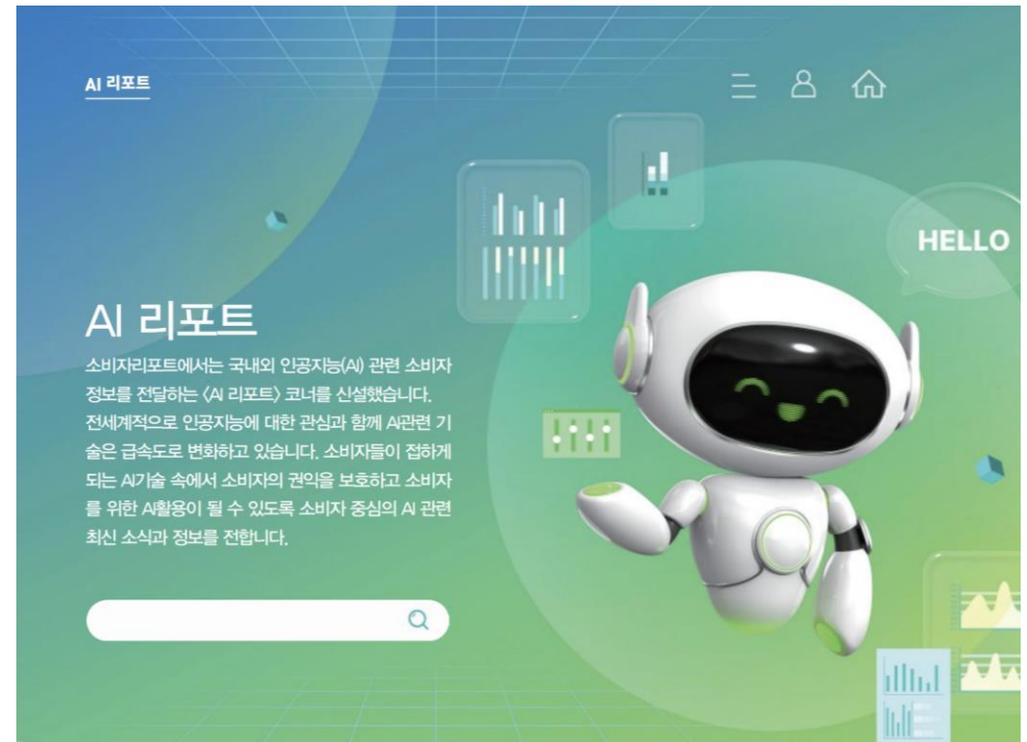
- Examine privacy features
- Consumer Survey:
  - 80% of consumers say they are “very concerned” or “concerned.” about data protection
  - 76% are concerned about credit card information and personal identification number
  - More than half of consumers wanted better consumer redress and better regulation surrounding privacy



# Consumer Education: Informing Consumers of AI Embedded Technology

Consumer magazine contents informing consumers about AI products and services (May 2024 issue)

- Fake news filtering
- Monitor price increases due to advanced technology
- AI-embedded phone translation services raise privacy issues.



# Consumer Education: Informing Consumers of AI Regulation

Consumer magazine: Raise issue with Generative AI and AI regulations  
(August 2024 issue)

- Samsung phones with AI – for example “sketch to image” sometimes too good
- Google - Imagen 3, Veo:
- Microsoft Vall- E 2



# But No Guardrails and Regulation- Korean AI Bill (pending)

- In South Korea, efforts to enact the AI Framework Act have been underway since 2020.
- As of yesterday, 9 AI-related legislative bills had been submitted to the Korean Legislature, but no comprehensive laws were in place as of today.
- In July 2023, there was a strong political drive to pass the “innovation first, regulation later” law, but this did not become law due to strong criticism from Korean civil society, including Consumers Korea.



# AI for All

Asia has 59.05% of the world's total population, or 4.8 billion, making it the most populated region in the world.

Consumer organizations from ASEAN+3 member countries have the potential to influence AI developers, international regulators, and international organizations, national governments to ensure AI development is safe, transparent, privacy protected, and AI is used to improve for all consumers.

Consumers must lead the change.

사실과 견해



모두를 위한 AI (AI for All) :  
소비자가 주도하는 미래 기술



유성희 박사 (사회학자, 국가생명윤리심의위원)

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