



SIDE EVENT of BRASILCON with the support of the Committee on International Protection of Consumers-ILA, the IACL-International Association of Consumer Law and the CDEA-Center for German and European Studies (UFRGS-PUCRS-DAAD)

Tuesday, 4th, July 2023 - Side event 9h-9h50min – Room XXVI, Palais des Nations, Geneva

DIGITAL CONSUMPTION AND AI: CHALLENGES AHEAD

BRASILCON (Brazilian Institute of Consumer Policy and Law, Brasilia) together with the ILA' s Committee on International Protection of Consumers, the IACL-International Association of Consumer Law and the CDEA-Center for German and European Studies (UFRGS-PUCRS-DAAD) propose a panel to reflect about the challenges posed to consumer protection by the digital consumption and Artificial Intelligence (AI).

Digital consumption and AI have become pervasive in today's interconnected world, revolutionizing the way we access and interact with information, products, and services. While these advancements bring unprecedented convenience and personalization, they also raise significant challenges for consumer protection. As artificial intelligence algorithms increasingly shape our online experiences, concerns arise regarding privacy, data security, algorithmic biases, and the potential for manipulative practices. This rapidly evolving landscape demands a proactive approach to safeguarding consumers and ensuring fair and transparent digital environments. This bilateral event session, we will explore the challenges ahead for consumer protection in the context of digital consumption and AI, examining key issues and potential solutions to promote trust, accountability, and equitable outcomes for individuals in the digital age.

The proposed agenda for the 50 minutes side meeting (to be conducted in English) is as follows:

***Panel:* DIGITAL CONSUMPTION AND AI: CHALLENGES AHEAD**

Panellists:

9h Opening

Presidents: **Fernando Martins**, President of Brasilcon

Diógenes Carvalho, Former President and Director of Brasilcon, Member of IACL

9h10 Prof. Christine Riefa, School of Law, University of Reading, IACL

9h20 Prof. Sebastian Barocelli, UBA, Argentina.

9h30 Helena Leurent - Director-General Consumers International

9h40 Open discussion

For participation online, please access:

Join from the meeting link

<https://ungeneva-vc.webex.com/ungeneva-vc/j.php?MTID=me8ca08a2cb8a4b908fc0cd3d1c9251c3>

Join by meeting number

Meeting number (access code): 2741 486 1680

Meeting password: EZn5hbJHJ33



The Brazilian Institute of Consumer Policy and Law (BRASILCON) is a national, multidisciplinary, non-profit association created in 1992 as an auxiliary entity in the consolidation of Consumer Law in Brazil. Updating and debating topics such as sustainability, responsible credit, collective consumer advocacy, quality of public services, international consumer protection, among others. Its founders are authors of the draft law that gave rise to the Brazilian Consumer Defense Code (Law 8.078 /90). The institute has national and international congresses of consumer rights, bringing together national and international interests, an international cycle of learning through the exchange of entities, professionals and academics in addition to bimonthly publication of the Journal of Consumer Law (RDC Thomson Reuters). **Contact:** brasilcon@brasilcon.org.br