

UN TRADE and DEVELOPMENT

Consumer Protection in the Age of Artificial Intelligence – Launch of UNCTAD's Technical Note and Checklist

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Checklist – for consumer protection agencies deploying AI

Presentation by:

*Informal Working Group on Consumer
Protection in e-commerce
UNCTAD*

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Informal Working Group on Consumer
Protection in e-commerce

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agencies deploying AI**

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➤ Why a Checklist?

A practical, non-prescriptive tool to guide informed decision-making

The Checklist offers guidance for agencies to:

- ▶ Assess whether, when, and how AI could support their mandate
- ▶ Align decisions with consumer rights, legal safeguards, and operational realities
- ▶ Ensure approaches remain flexible, context-specific, and risk-aware
- ▶ Share experiences and build on existing practices across jurisdictions



Checklist for consumer protection agencies deploying Artificial Intelligence

UNCTAD informal working group
on consumer protection in
electronic commerce (WGE)

➤ Checklist – 15 Question

Practical & Organizational Considerations

- ▶ Understand the task or function AI will assist you with
- ▶ Ensure AI is the appropriate tool for the identified problem
- ▶ Set clear and achievable goals
- ▶ Build and train the right team
- ▶ Use a flexible development approach
- ▶ Secure the right funding
- ▶ Ensure seamless integration with existing systems
- ▶ Get your data in order
- ▶ **Monitor and refine the system**

Legal, Ethical & Accountability Considerations

- ▶ Be transparent about AI usage
- ▶ Guarantee the right side of ethics and law
- ▶ Safeguard data privacy
- ▶ Make AI systems secure
- ▶ Maintain decisional authority
- ▶ Consider environmental sustainability in AI deployment
- ▶ **Monitor and refine the system**



A Practical and Evolving tool

The Checklist supports informed and context-appropriate decisions on the potential role of AI in consumer protection.

How agencies can use the Checklist

- ▶ Reflect on operational needs, risks, and resource availability
- ▶ Identify where AI may or may not add value
- ▶ Plan and sequence actions in manageable phases
- ▶ Ensure legal safeguards, transparency, and human oversight
- ▶ Learn from real case studies and peer experiences

A living document

- ▶ Flexible and adaptable across different national contexts
- ▶ Updated as technologies and enforcement challenges evolve
- ▶ Based on collaboration, capacity-building, and shared learning

Thank you

