

UN TRADE and DEVELOPMENT

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

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Consumer Protection on the Age of Artificial Intelligence

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Consumer Protection on the Age of Artificial Intelligence

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October 2025



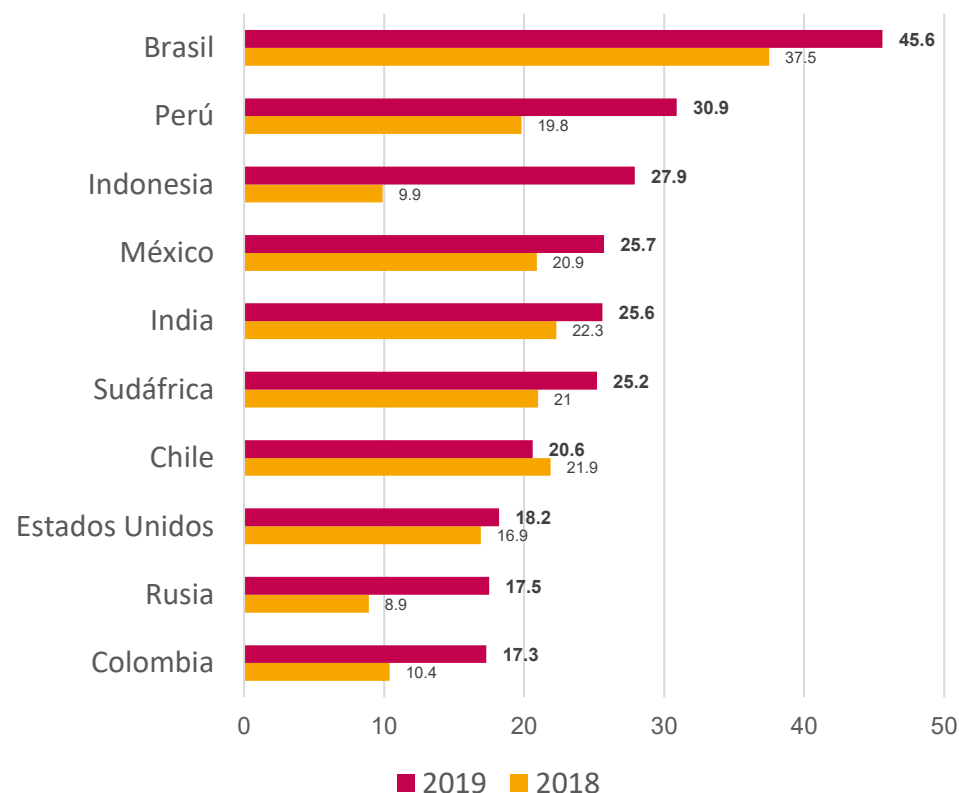
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Presidencia
del Consejo de Ministros



A story of collaboration and perseverance

This story begins in 2019:



Source: TrueCaller Insights.

The problem:

Approximately 51 million unsolicited calls are made each month in a country with a population of 30 million.

Initial approach:

Request call logs from companies, select samples, and review recordings to verify compliance

Data quality:

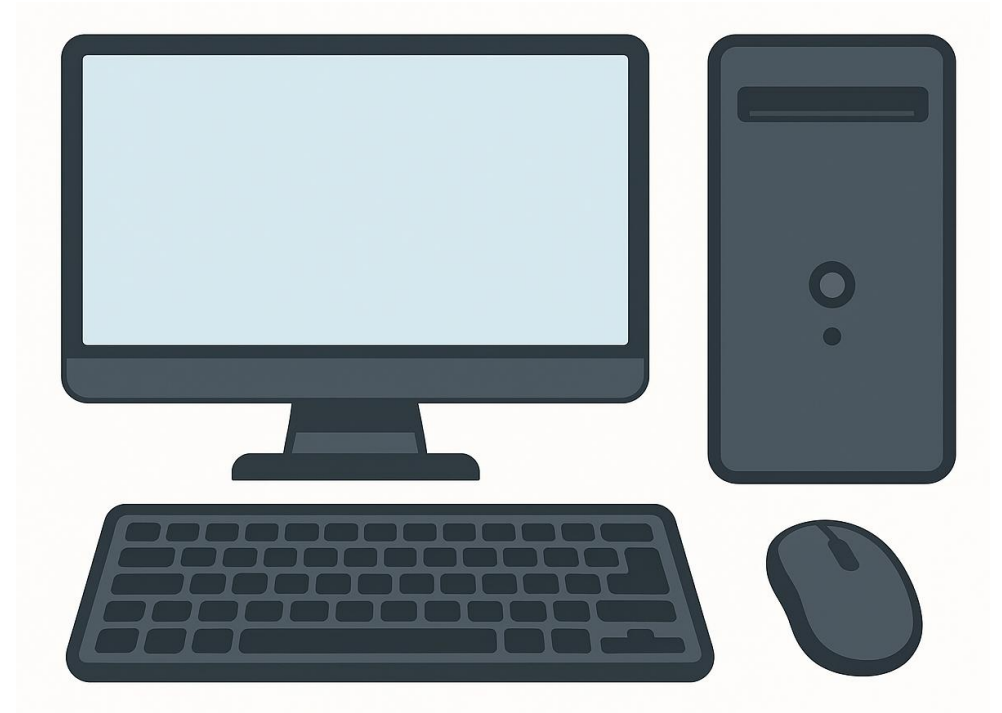
The dataset was extremely large and often contained information irrelevant to enforcement

Our starting point

Consumer Protection Focus



Limited Technical Resources



| The turning point

Strategic Shift in 2023

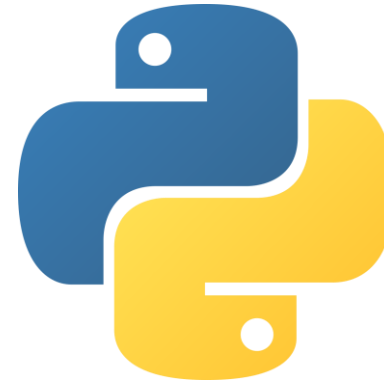
INDECOPI adopted programming as a core strategy to strengthen enforcement capabilities

Discovery of Whisper

INDECOPI adopted programming as a core strategy to strengthen enforcement capabilities

Diverse Team Composition

The initiative was driven by a multidisciplinary team of economists, lawyers and a legal-tech coordinator



Facing resistance



Challenges Faced

Companies raised concerns over data privacy during the initiative



Proactive Solutions

The team provided transparent communication about how we work with AI



Building Trust

Clear documentation and ethical standards helped mitigate resistance and reinforce trust

Scaling up

Leadership Endorsement

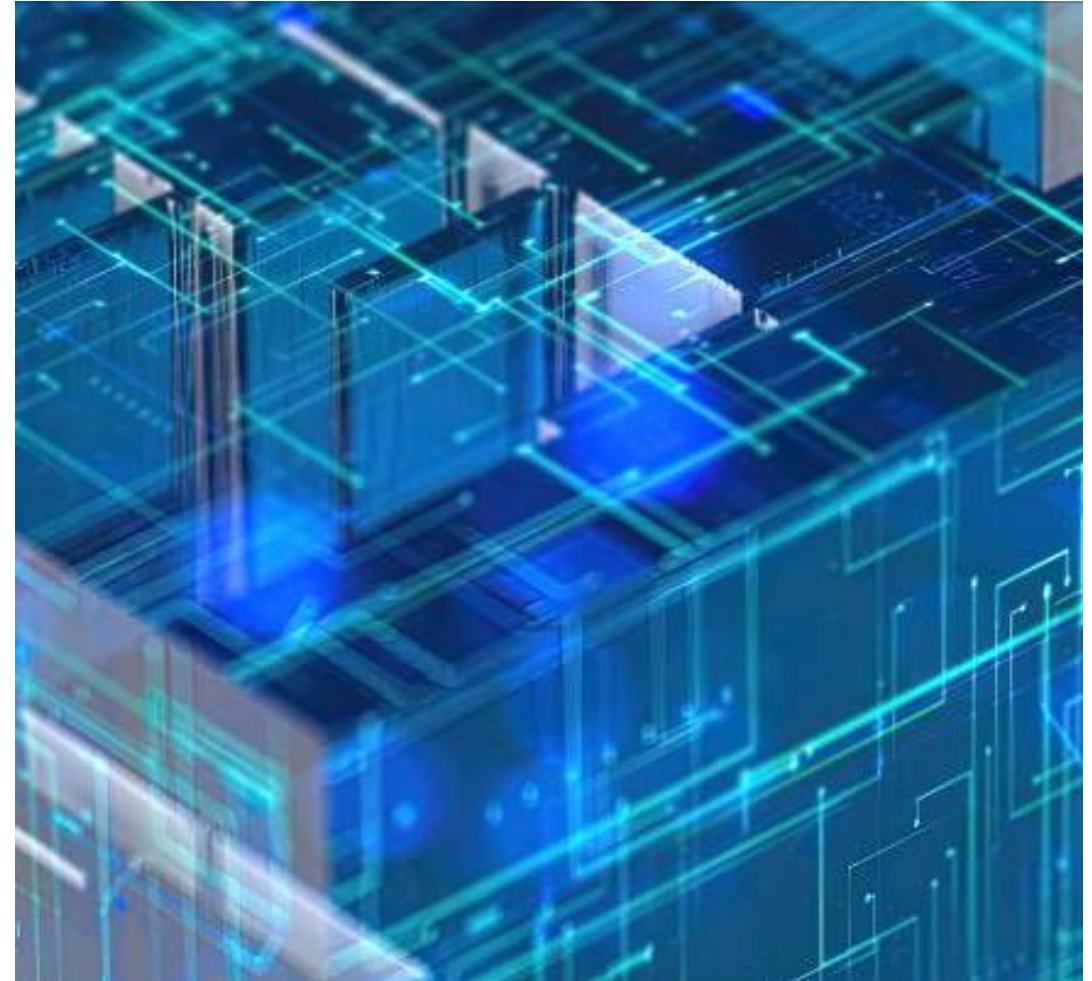
Secured approval for the acquisition of GPU workstations, enabling scalable operations

Rapid Data Processing

Team processed over 5.8 million calls within a few months, a task that previously would've taken years

Transformative Impact

The integration of open-source AI with institutional support delivered significant efficiency gains, even in resource-constrained environments



Alignment with UNCTAD's Checklist

Define the problem clearly

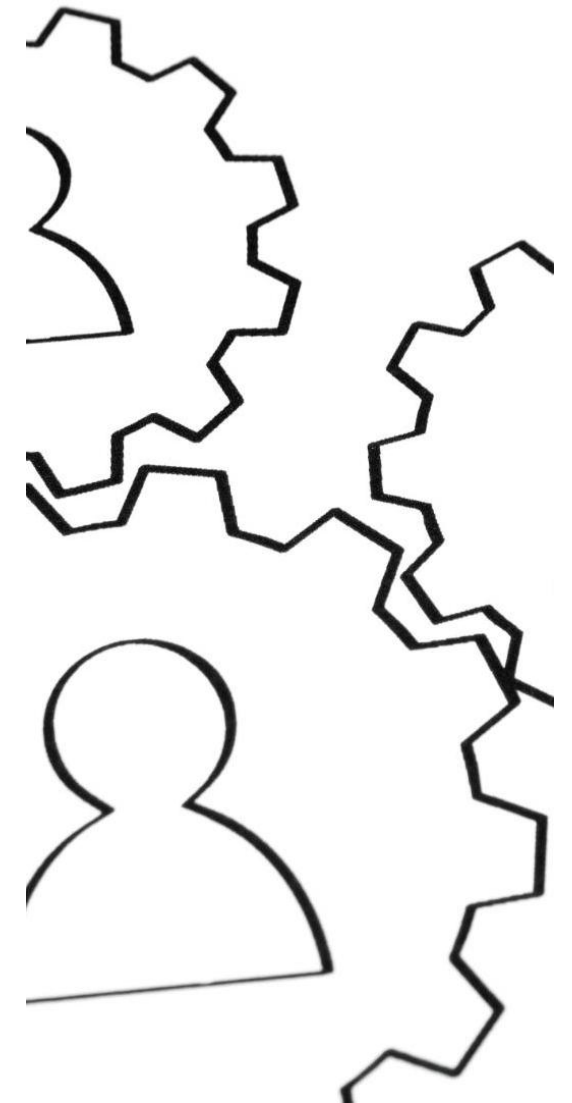
INDECOPI began by clearly defining the problem to address AI consumer adoption effectively

Use accessible tools

Whisper and open-source scripts made the solution scalable

Be transparent about AI usage

- Transparency, legality, and privacy were prioritized to ensure ethical use of AI technology
- The final AI model is scalable and replicable, serving as a blueprint for other agencies



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