

UN TRADE and DEVELOPMENT

Webinar on artificial intelligence deployment for consumer protection enforcement authorities

20 February 2025

Deploying AI-based tools: Characteristics, development and challenges

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Office of Competition
and Consumer Protection



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UNCTAD webinar, 20.02.2025





Needs recognition

The effectiveness of the implementation process depends on:

- the **correct identification of the existing needs of the institution's support area,**
- the correct identification of the resources needed for the implementation of the project and those already owned.



> Costs vs. benefits

Costs, resources needed on larger scale at the beginning



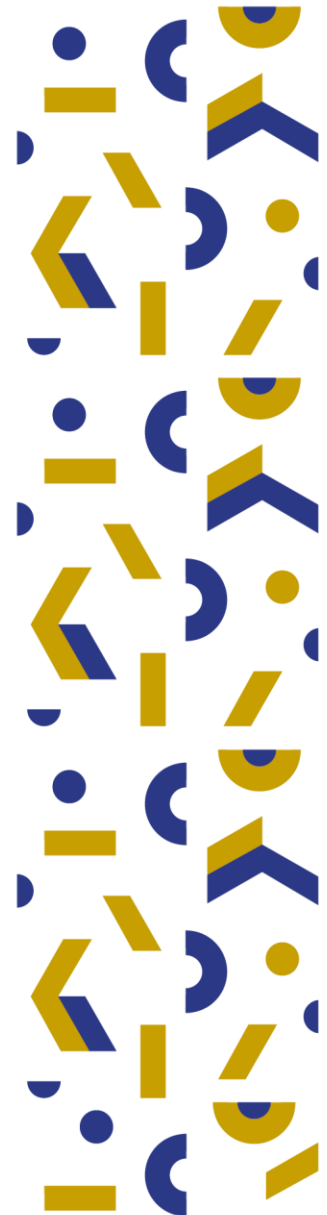
More efficient functioning of the institution at the end





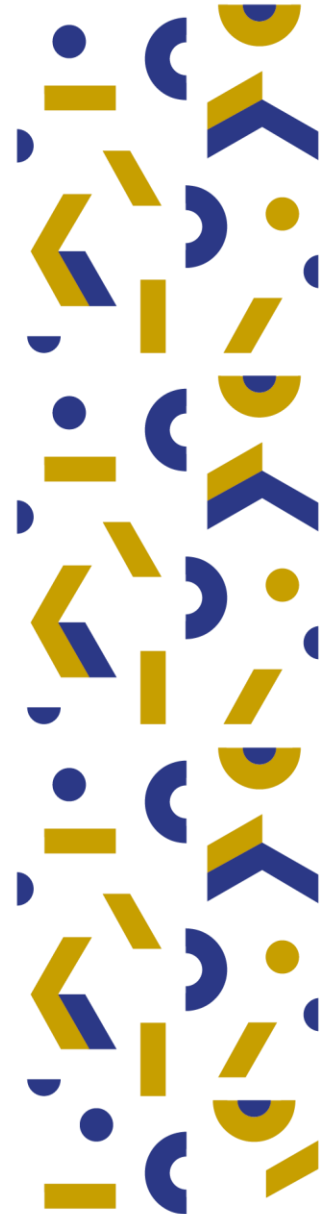
Costs & material resources

- ✓ **Internal and external resources**
- ✓ **Financial resources** (own, possible funding from external sources)
- ✓ **Equipment** used to support the new tool during the design and post-deployment phases (recommended to consider innovative use of existing infrastructure, data storage devices, servers and network equipment - security of infrastructure and data, consistency, compatibility)



> Human resources

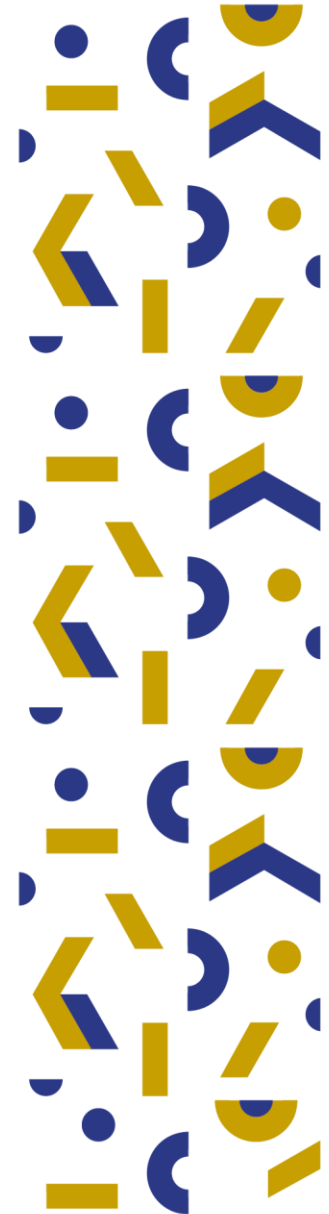
- ✓ **Matrix structure** of the team (diverse competencies of team members - IT, human resource management, legal knowledge, financial service)
- ✓ **Internal and external resources**
- ✓ New channels of cooperation, information exchange needed



> Human resources

End users

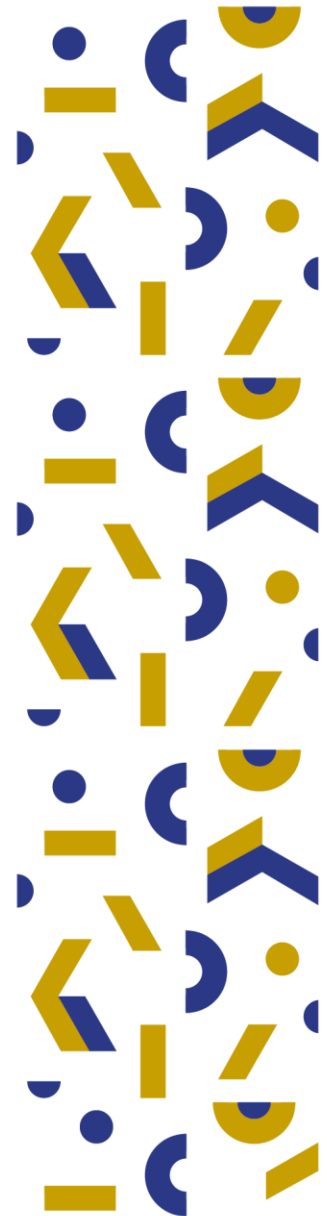
- ✓ Need to ensure that users understand how the tool works, help make it more accessible to them
- more effective implementation of the change in the institution (training)



> Data

High quality data:

- ✓ free from errors and inaccuracies,
- ✓ diverse,
- ✓ complete,
- ✓ checked by qualified staff,
- ✓ in sufficient quantity.



> Data

Data should be **properly structured**.

- ✓ Data structure should be carefully organized, with clear explanations of how each element relates to other inputs.
- ✓ Using the form makes it easier for the organization to enter data into the tool's database.

> Data

The ability to **modify** the data.

- ✓ **Keeping data up-to-date.** Due to the dynamic nature of the legal environment, the system must be designed to allow continuous updates, in particular, modification of data entered at earlier stages, the ability to modify them accordingly.
- ✓ At the same time it is necessary to ensure the **protection of data, to exclude their loss, improper interference.**





Legal & ethical issues

- ✓ Issues related to working with the tool - Legal environment of the institution, procurement issues, ownership of the tool, copyright, possibility of developing the tool in the future, making modifications
- ✓ Use of the tool - Legal compliance should be considered not only at the development stage of an AI-based tool, but also during its operation and use.



Legal & ethical issues

The deployment and operation of a system based on artificial intelligence must be carried out in a way that **respects ethical standards**.

- ✓ Robustness from a technical and social point of view
- ✓ respect for human autonomy,
- ✓ prevention of harm,
- ✓ ensuring fairness and accountability (ability to explain).
- ✓ the results of the tool's operations should be verified by a person with relevant professional knowledge.



Main challenges with Arbuz - preparation phase

- ✓ Designing and tailoring appropriate technical solutions to achieve the desired outcomes.
- ✓ the necessity to outsource this task
- ✓ Designing the tool to be user-friendly, ensuring it is intuitive and easy to use for the end-users.





Main challenges with Arbutz - implementing phase

- ✓ The necessity of continuous human-led training and supervision of the tool.
- ✓ Ensuring continuous operation and necessary updates of the tool requires significant time and effort.





Detecting and combating dark patterns - project phases

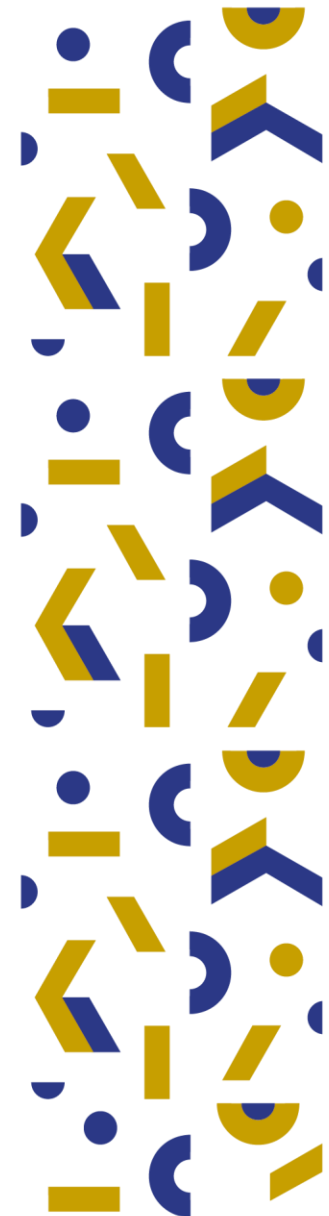
- Duration of the project: May 2023 - April 2026
- Project phases: open-source intelligence, IT analysis, consumer surveys, neuromarketing tests, explanatory proceedings,





Main challenges with dark patterns

- ✓ Preparing data bases - constant need to review websites concerning changes in dark patterns
- ✓ Diversity and dynamic nature of „dark patterns”
- ✓ The absence of a closed catalog of these manipulative techniques and the emergence of new forms require regular updates in order to AI tools can effectively identify them.





Main challenges - website analysis

- ✓ During the analysis of website source codes - difficulty in verifying whether a given dark pattern text is true or false, e.g. social proof with text "18 users have purchased this product".
- ✓ Constant need to review and update websites concerning changes in dark patterns





Main challenges - testing GPT chatbot

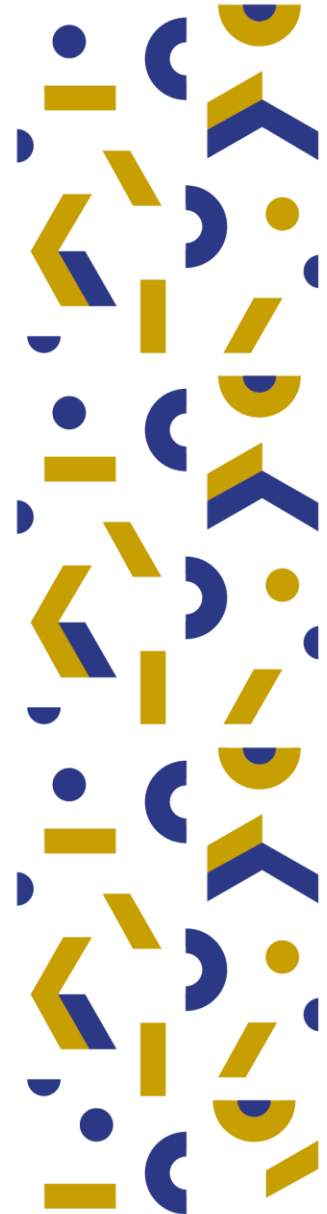
- ✓ Testing the model based on collected textual and visual data to recognize dark patterns.
- ✓ Encountered difficulties:
 1. Complexity of image analysis - diversity of subtle patterns in user interfaces.
 2. Diversity of dark patterns.
 3. The need for supervision and correction to eliminate incorrect observations made by the GPT chatbot.





Main challenges: interdisciplinary approach

- ✓ Collaboration with psychologists to analyze mechanisms affecting consumers online, and with IT specialists to analyze website source code and verify the information presented





Challenges for the future - project in progress

- ✓ Designing and tailoring appropriate technical solutions to achieve the desired outcomes.
- ✓ The necessity to outsource this task
- ✓ Ensuring continuous monitoring and updates of the tool for effective detection of dark patterns on the internet.





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Thank you!



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Co-funded by
the European Union

