UN TRADE and DEVELOPMENT

Webinar on artificial intelligence deployment for consumer protection enforcement authorities

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AI & Consumer Protection of Thailand

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OCPB's implementation of AI

1. Consumer Complaint Handling
2. Fraud Detection in Advertisements

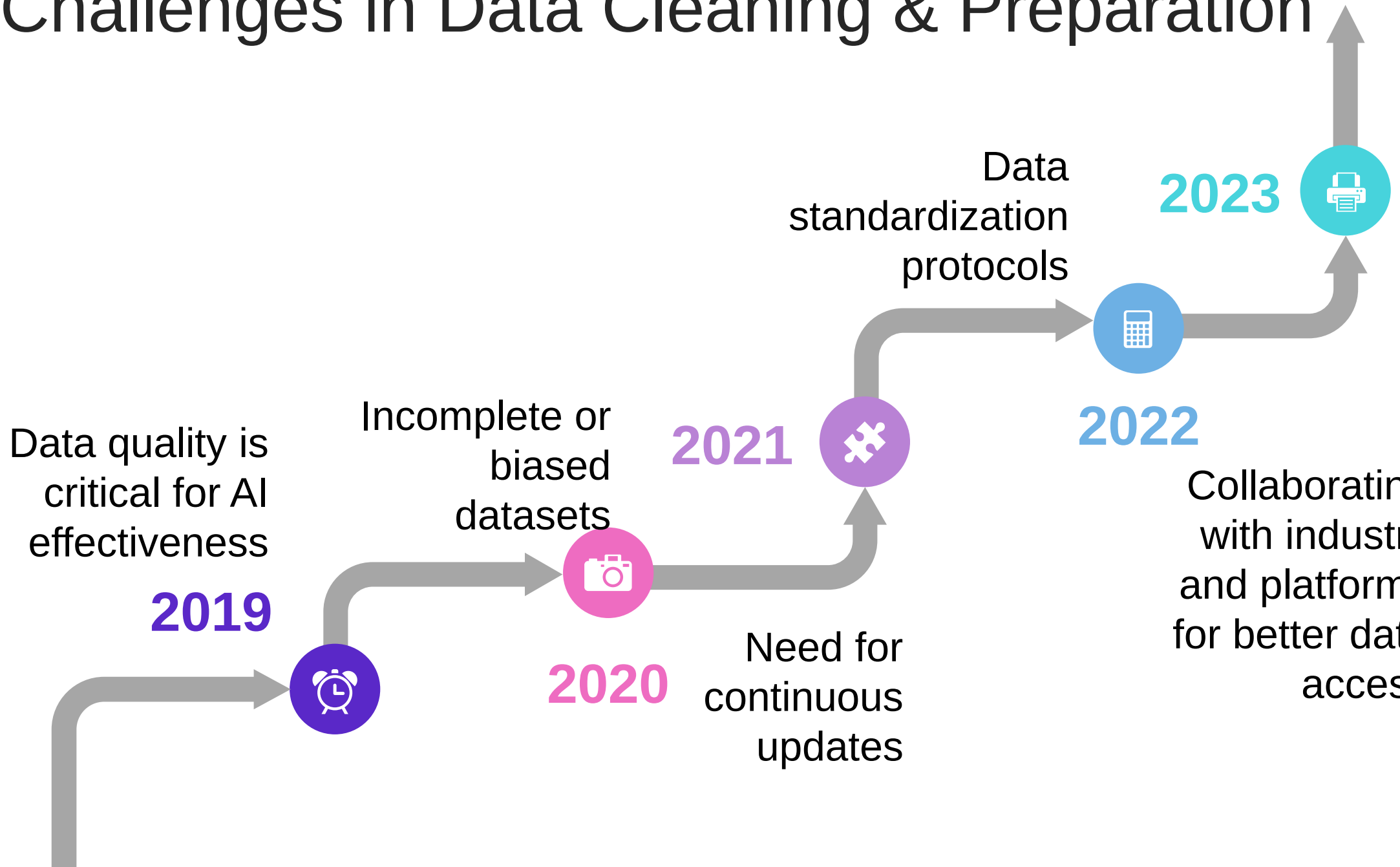
Choosing the Right AI Tools

01 **Machine learning vs. rule-based systems**

02 **Scalability and adaptability**

03 **Integration with existing systems**

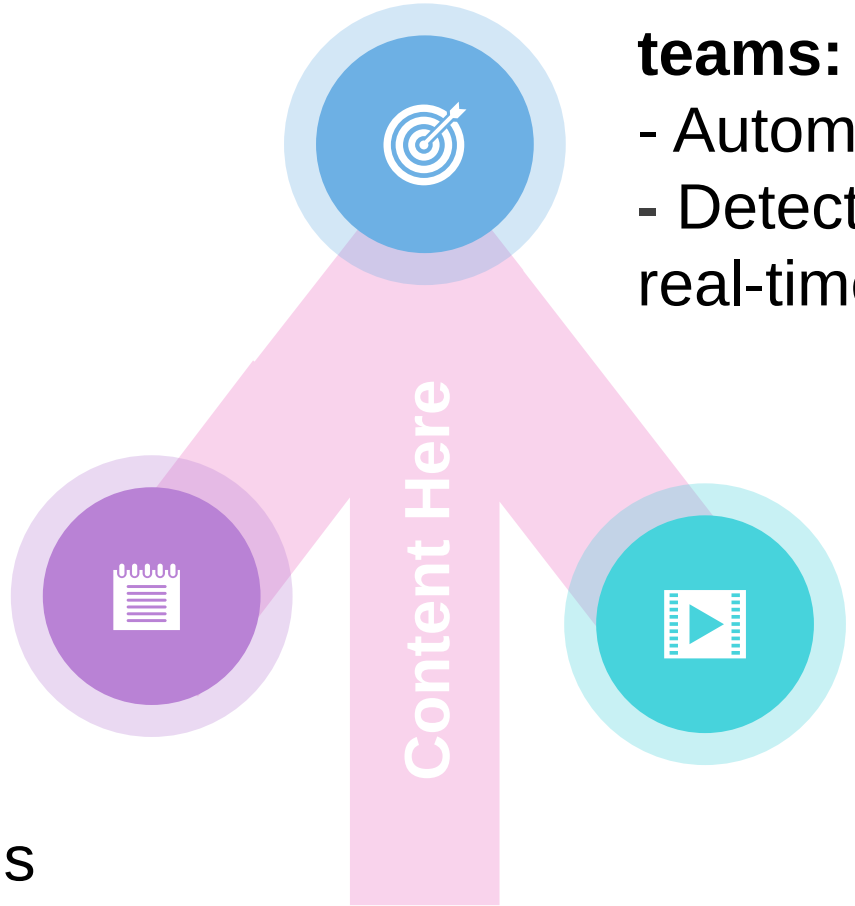
Challenges in Data Cleaning & Preparation



Integrating AI into Enforcement Workflows

How AI assists enforcement teams:

- Automating complaint triage
- Detecting fraud patterns in real-time



Challenges in implementation:

- Resistance to change
- Ensuring AI outputs align with legal standards

Strategies for smooth integration

Training Challenges & Human Supervision

AI is a tool, not a replacement for human judgment.

Need for specialized training in:
- Understanding AI decisions
- Adjusting AI models based on real-world cases

Importance of a human-in-the-loop approach

Cybersecurity & Data Protection Considerations

System handle

AI systems handle sensitive consumer data

Key risks

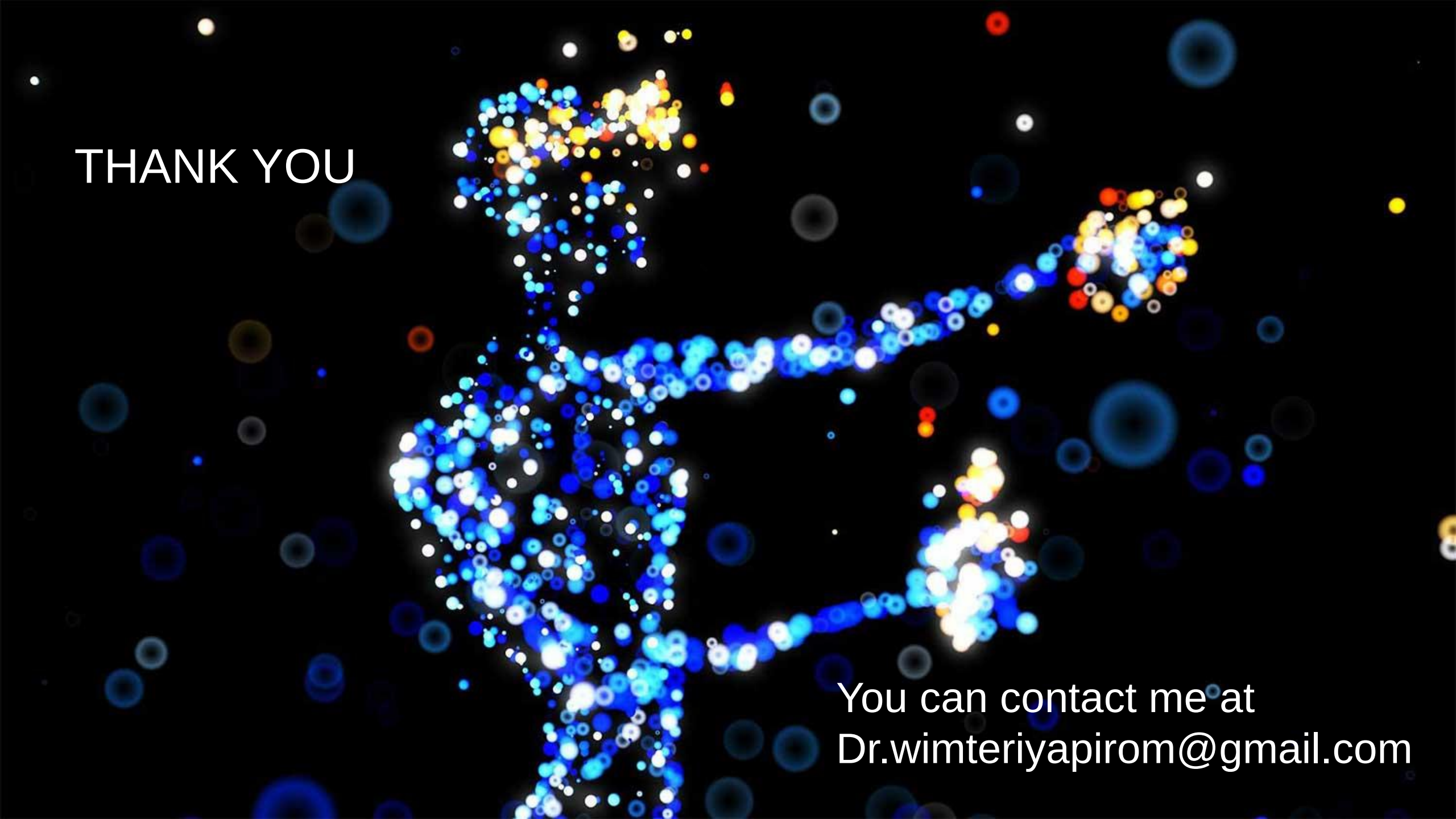
- Data breaches
- AI model manipulation

Best practices

- Compliance with privacy law
- Regular security audits

Future Outlook & Next Steps

- Expanding AI capabilities in predictive analytics
- Strengthening international cooperation on AI-driven consumer protection



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